

CHEMIST & DRUGGIST

The newsweekly for pharmacy

August 23, 1986

a Benn publication

Booth urges
Hayhoe to break
NHS deadlock

FPS complaints
procedure to be
simplified for
consumers?

SDP favours
generics and
wider role for
pharmacists

Back to school —
the NPA's trainee
dispensers at
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August 23, 1986
Volume 226 No 5536

127th year of publication
ISSN 0009-3033

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Retail Chemist

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**Published Saturdays
by Benn Publications Ltd**

Sovereign Way, Tonbridge,
Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132 Benton G

Subscriptions: Home £58 per annum.
Overseas & Eire £72 per annum in-
cluding postage. £1.20 per copy
(postage extra). Member
of the Audit Bureau of
Circulations **ABC**

Regional advertisement offices:
Midlands 240-244 Stratford Road, Shirley,
Solihull, W Midlands B90 3AE 021-744
4427 North East and North West: 491
Chester Road, Old Trafford Manchester M16
9HF 061-872 5151 West
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COMMENT



There can be few pharmacies in the land without a computer of some sort, perhaps for direct order entry to a wholesaler or for prescription labelling. Wholesalers, due to the nature of their business and because it encourages customers to stay with one supplier, have been in the forefront of developing order entry devices. Suppliers of labelling packages are more numerous and diverse.

As the expertise of those remaining in the pharmacy labelling business has grown, and as more sophisticated equipment has become relatively cheaper, it is only natural that the survivors should look for new opportunities. Direct order entry to a wholesaler from an "independent" computer system is an area under active development.

The rationale for this is understandable. It would allow the pharmacist to order directly from any wholesaler of his or her choice *provided* that the wholesaler was prepared to accept the order. It would allow the pharmacist a wider choice of hardware and software, introduce an element of price competition and through the inevitable modem allow access



to on-line data bases, messaging services and so on. In other words, provide facilities which are currently offered only by the top range wholesaler systems.

The fly in the ointment is that both Vestric and Unichem have declared their opposition to allowing third party hardware to link with their order entry system. Although Vestric acknowledge they have given facilities to one or two suppliers "to experiment", they say the results have been unreliable. Yet at least two people (**Letters** this week) report trouble-free order entry using non-standard equipment. Of course, it would be less than just to say that wholesalers are only interested in keeping their customers "tied in", and retaining the rental on the equipment they hire out.

At the moment the wholesaler holds the trump cards in that it would be relatively simple to block access by unauthorised equipment. But if a small multiple using "independent" equipment threatened to take its account elsewhere unless it could use its labellers for order entry, would principle triumph over market forces?

In Eire, where computer developments have been a few years behind the UK, a common code and method of order entry has been agreed, and all pharmacy computers expected to comply with it. In the UK the PIP code, accepted by most major wholesalers with the notable exception of Unichem, would fulfill one of its original functions of allowing a pharmacist freedom to order from any wholesaler.

In commerce generally there is a strong move to extend data interchange via computer, evidenced by such systems as Tradanet, in which common codes and protocols are the key element. It would be a pity if the self-interest of pharmaceutical wholesalers kept community pharmacists out of such developments.



Booth urges Hayhoe to break hospital deadlock

The Pharmaceutical Society president, Dr Geoff Booth, has written to Health Minister Barney Hayhoe, pleading with him to do all he can to ensure a speedy conclusion to the hospital pharmacist salary negotiations.

The letter follows a discussion at the Society's Council meeting on August 5 of the latest impasse, including details of the "95 per cent against" results of the ballot on the management side's "final offer".

In his letter to Mr Hayhoe, Dr Booth outlines the "extremely serious staffing situation" in the health service at the moment, detailing the scale of vacancies throughout the country. The president also refers to the acknowledgement in the Nuffield Report of the positive developments in hospital pharmacy over the past few years.

Dr Booth says the main stumbling block "appears to be the unwillingness to separate the question of substantial salary increases which the management side accepts are essential for grades I and II, from other questions relating to contractual commitments, particularly on-call services." Council have decided if the Minister instructed the management side to "disengage the two issues currently interlocked" it would be a way of

forwarding the negotiations.

Dr Booth says public attention will increasingly be focussed on a service where "the implications for morale are so clear that remedial action is essential."

Though the Pharmaceutical Society itself is not directly involved in negotiations, Dr Booth says he would like to meet the Minister when the current round of negotiations with the Guild are complete, to talk over the situation. A request from the Society to meet the Minister in April was turned down on the grounds that the negotiations were, at that time, at a critical stage.

The staffing crisis continues to feature widely in local newspapers. Mr John Gilby, Guild editor, who has been keeping track of the media coverage, thinks the reason the Guild case has received such a good deal of publicity in local newspapers is because staff shortage is very much a local issue with direct effect on readers.

Over the past week, Guild Council member Ron Pate in the West Midlands has been busy, and many newspapers in the area have highlighted on the problem. And the Guild hope the campaign will move now to local newspapers in the London area, with co-ordination by Council members Mike Beaman and David Samways.

Wellcome warn again on PIs

The Wellcome Foundation have responded this week to publicity from the Association of Pharmaceutical Importers, to clarify the position, as they see it, regarding the infringement of trade mark.

In a pharmaceutical Press "Notice to pharmacists" this week, Wellcome say the supply of Eusaprim in response to a prescription or order for Septrin is not an infringement of their trademark, provided that Eusaprim is not sold as Septrin.

Thus, says Wellcome, it is an infringement of their trademark to label a container of Eusaprim tablets as Septrin or Eusaprim/Septrin, or to supply Eusaprim under an invoice describing the goods as Septrin. Eusaprim can be supplied in response to a prescription for Septrin if the doctor's express consent is received, and

the container must be labelled Eusaprim.

Wellcome, who say they have no objection to Eusaprim sales in the UK, give notice they will take legal action against those who persistently infringe the Septrin trade mark.

Wellcome's move, which is similar to the one made by Winthrop Laboratories recently concerning Danol, comes a week after the Pharmaceutical Society's Council statement that the supply of a product labelled with two proprietary names permitted by the product licence, on a prescription calling for either, would not be regarded as a breach of the Code of Ethics.

The API has offered pharmacists trading with its members legal advice regarding correspondence and the threat of legal proceedings over trademark infringement.

After exhaustive trials, Underwoods are to install Park computer labellers in some of their branches. The installations will be carefully monitored and further branches will gradually change, say Park.

SDP publish plan for health

The SDP is committed to generic substitution, would retain the limited list and believes the pharmacist's expertise could be better used to benefit patients. Another aim is to introduce a new Medicines Pricing Scheme for the industry.

These policies are proposed in an SDP Green Paper, "Changing and renewing the health services", published last week. The paper notes it is standard practice in NHS hospitals for pharmacists to substitute automatically generic medicines for brand name drugs and says there is no good reason why the principle should not extend to community pharmacists, unless there is an explicit request to the contrary.

The SDP would retain the limited list as it has been shown that the industry "can respond positively to such governmental intervention". The Pharmaceutical Price Regulation Scheme would be abolished in favour of a Medicines Pricing Scheme which would aim to provide drugs at a fair price to the taxpayer and give vigorous and innovative companies fair rewards. The MPS would be compatible with generic substitution, an extension of pharmaceutical patents and a restriction of NHS availability of new licensed products to those with proven safety or efficacy benefits. Prices of products unavailable for NHS prescribing would not be regulated. Payments to pharmacists would be adjusted to ensure they did not receive lower remuneration.

The SDP supports a more rational distribution of community pharmacies. It believes the proposed new contract arrangements will be beneficial, provided there is a national appeals mechanism and provided essential small pharmacies receive incentives to make them viable in deprived or poorly served areas.

The document also supports the broad role for community pharmacy envisaged in the Nuffield Report. An allowance could be given for the registration of elderly patients with a particular pharmacy and the keeping of medication records. Counselling and advisory services would be paid extra, as would domiciliary services.

The paper was prepared by the SDP's working party on health and approved by the SDP's policy committee as a provisional draft statement of policy. Pharmacist members of the working party included Nick Wood, PSGB Council member and Eric Fairbrother.

Complaints to be made easier?

Patients will find it easier to make complaints against health practitioners, including pharmacists, if new Government proposals are implemented.

Under the proposals recently published in a consultation document, a patient will be able to make complaints to the FPC administrator orally rather than in writing, which is the present requirement. It also suggests that complaints can be accepted by a Regional or District Health Authority for referral to the FPC, and the time limit for complaints would be extended from eight to 13 weeks.

The Government also believes that FPCs should decide what action to take if a contractor is found to be in breach of his terms of service. At present FPCs make recommendations to the Secretary of State, after hearing evidence from the service committee involved. Current negotiations also prohibit a paid advocate, barrister or solicitor from appearing at hearings, in order to keep them as informal as possible. The document suggests that in future either side could be represented by their MP, the secretary of a local professional committee, or a trade union official.

Membership of service committees could be extended outside the FPC boundary and members should be reappointed annually so that ineffective members can be removed.

The power of the service committees could be extended allowing them to summon witnesses and to examine documents relevant to the patient or practitioner's case. At present the chairman of the committee can request such documents but has no power of enforcement.

□ "Family Practitioner Services Complaints Investigation Procedures" is published by the DHSS. A consultation meeting on October 28 in London will hear evidence from consumers and health care professionals.

The Medicine (Carbadox Prohibition) Order 1986 (SI 1986 No 1368, HMSO £0.80), coming into effect on September 3, prohibits the sale or supply of medicinal products containing carbadox and of animal feeding stuffs in which the compound is incorporated.

In May, chemists and appliance suppliers in Northern Ireland dispensed 1,071,894 prescriptions (666,668 forms) at a gross cost of £5,829,391.50 and an average cost of £5.44.



£100 fine follows mislabelling

Pharmacist Mr Alan Nethercott of Streatham, has been fined £100 or 14 days imprisonment in default, with £350 costs, after failing to label a bottle of tetracycline tablets with the words "emergency supply".

After hearing evidence at Inner London Crown Court, Judge Gerald Coombe said he was satisfied Mr Nethercott also had failed to check whether the drug dispensed had been prescribed previously for the patient. But the judge added: "In the circumstances I think Mr Nethercott was acting in totally good faith in trying to assist the customer with the problem he was suffering."

One Sunday in June 1985 Mr Timothy Lewis went to Nethercott (Chemists) Ltd, complaining of a heavy cold and having to swallow continuously, said Mr Michael Crane, prosecuting on behalf of the Pharmaceutical Society. Mr Nethercott

dispensed an emergency supply of tetracycline with instructions on how and when to take it. A bottle of cough mixture was also sold to Mr Lewis, who was charged a total of £7.70 for the two.

Some time later Mr Lewis's mother contacted the Pharmaceutical Society. No explanation was given as to why she complained and there was no suggestion that Mr Lewis had suffered any adverse effects. He had been prescribed tetracycline in the past for acne.

Mr Crane told the Court that to supply POM without a prescription the pharmacist must satisfy himself that the drugs were urgently needed, that they had been prescribed before, that the details of the sale were entered in the register, and that the bottle was clearly labelled, including the words "emergency supply".

Mr Nethercott had pleaded guilty to selling a POM by retail on the limited basis that he had simply failed to label the bottle correctly. Nethercott (Chemists) Ltd, which admitted a charge of selling a POM by retail, was also fined £100 and ordered to pay £350 costs.

Eurochem attack PSGB on PIs

Pharmaceutical importers Eurochem say that PSGB Council statements on the dispensing of imported products have left them — and other importers — with no alternative but to seek freedom of trade through the law.

Managing director Rod Bransgrove says he regrets the Society's reluctance to accept fully the provisions and implications of the Treaty of Rome. "The Society have re-affirmed their statement that all containers of such products (including blister packs) should also include 'any information relating to the protection of health of members of the

public'.

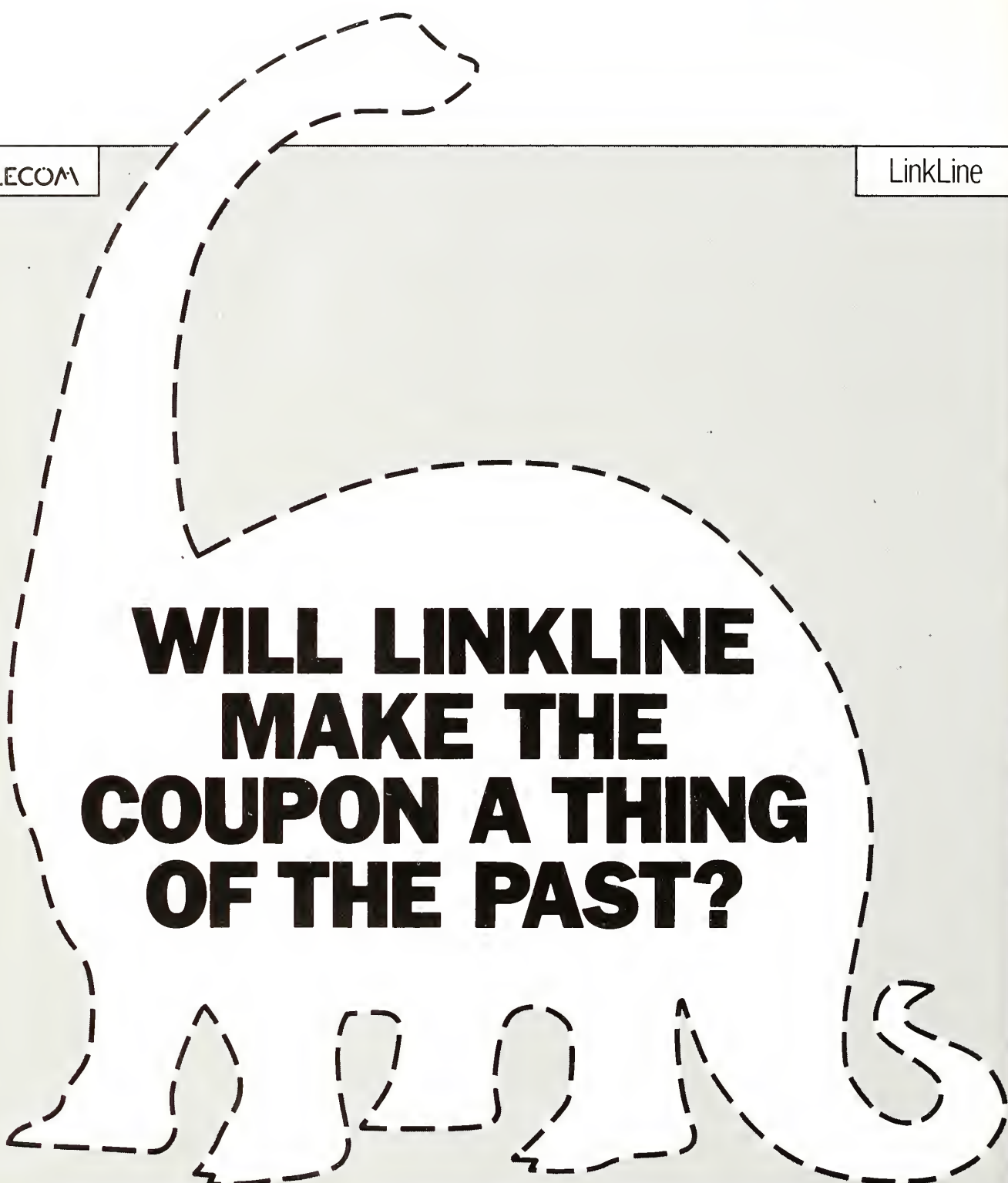
"Since the imported product has been granted a PL(PI) licence on the basis of equivalence to its UK counterpart and, as such, is subject to the same labelling regulations, any further requirements are blatantly discriminatory. The Society is, in our view, abusing its privileged position in a manner which clearly contravenes the Articles of the Treaty of Rome."

Mr Bransgrove says Eurochem will be providing customers with the means of satisfying the Society's additional requirements for the time being. "But this in no way infers acceptance of the PSGB statement and is without prejudice to any legal proceedings which may ensue."

Eurochem are also taking legal advice on the issue of imported EEC pharmaceuticals which carry a different brand name to the UK equivalent.

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By Xrayser

Action taken over linctus sales

A Glasgow pharmacist has been referred to the Statutory Committee for excessive sales of codeine linctus.

The case follows an investigation two months ago by The Scotsman newspaper which revealed the linctus was being widely abused by teenagers in the city's East End.

Dr Lindsay Howden, assistant secretary of the Society's Scottish Department, confirmed to *C&D* that the Ethics Committee had considered the case of one pharmacist and recommended the matter be referred to the Statutory Committee. Investigations into allegations against another pharmacist are continuing.

Meanwhile, *The Scotsman* reports that codeine linctus abuse in East Glasgow appears to have passed a peak, though is still giving the local health council cause for concern.

BMA books: making amends

Pharmacists who stock the British Medical Association's Family Doctor series of booklets should be aware of advice they contain on giving aspirin to young children.

"Common ailments in toddlers" (p9) recommends giving aspirin to children who develop a headache as a symptom of a cold. "Your Good health" advises its use as an antipyretic in children.

These references should be amended by the pharmacist or an amendment slip incorporated in the booklet says the National Pharmaceutical Association. The slips, produced by the BMA, are available from the NPA's business aids department (0727-32161). Aspirin warning notices will be incorporated in all future BMA baby booklets.

The following PL(PI)s have been notified to us since the June 28 supplement.

Whitworth Pharmaceuticals

PL/4423/0065	Danatol 200mg capsule	Danazol 200mg
PL/4423/0059	Minipress tablet	Prazosin hydrochloride 1.1mg = 1mg base

In 1985, NHS hospitals treated a record 6.35 million in-patient cases, 176,000 more than in 1984, out-patient attendances were up 400,000 to 37.4 million, and 963,000 day cases were treated — 60,000 up according to DHSS figures.

Up a tree with time to ponder

We have a tree in our garden, an old bedraggled pine whose lower limbs threatened our telephone line and dangled over the garage and blocking its gutters with pine needles. "Have a go at it," my family said..."you know about trees."

On Sunday with a lot of ropes and pulleys I managed to hoist the first branch off the 'phone line. It fell with a bump but did little damage — apart from the wall. Yet confident, I thought I would take down the one over the garage. It was a bit higher, but I reckoned that if I undercut the branch then sawed through from the top it ought to let itself down, with the rope tensioned to pull it off the building.

Our ladder reaches 16ft, after which I had to climb up to a fork on the tree. As planned the branch eased itself down. And knocked the ladder away. When I lifted my leg to ease a cramp it trembled so I put it back firmly and clung to the trunk. No-one around. The kids were away for the weekend. I couldn't clamber down the branch as it was almost sawn through and I couldn't saw it clean off as the butt would knock me off my perch. I felt quite isolated. But, while I waited for my wife to come home, I pondered how quickly our circumstances change...

I received a letter from a pharmacist on a housing estate, who had a good dispensing business relying on two surgeries until a leapfrogger opened up between the two. Not good, but he felt he could survive. Then one doctor moved his surgery next door to the leapfrogger. Not a friendly thing from our pharmacist's point of view, but still not the end of the world. But then the estate doctor died, and the surgery was closed. He faces a bleak future.

I quote: "If my business now becomes one of those 'locked-in' unsaleables, does anyone honestly believe I can retire with dignity on the compensation offered by the new contract — especially as my pension age is about 30 years away? So let's have less of the 'I'm all right, Jack' because it seems these are the very 'Jacks' who selfishly want the contract in as soon as possible to protect their own livelihoods"

It would be easy to score points on the way this letter is written, but unfair, so let's take it gently. Firstly, had the contract been in force, our pharmacist would have been secure. I cannot see how he, of all people, could fail to see any virtue in trying to protect his income, although I see the contract rather as protecting a pharmacy which adequately serves the needs of its community.

Secondly, I don't reckon anyone around 35 years old has the right to expect a lump sum which will enable him to swan around in dignified retirement for the rest of his life. Such money as is given would go a long way toward the purchase of another business, surely that is better than not getting anything, which is what has been happening for the last 40 years.

Finally he went on to make bitter comment on the antics of some pharmacists who pick up repeat scripts from doctors, and provide a "delivery service" by after-school message boys. One made a mistake and left some medicine on the doorstep of the wrong Mr Smith. He is disgusted by this unprofessional behaviour, which he sees as desperate attempts to get business.

I would certainly criticise a system which allows a mistake like this to occur, but that is a matter of organisation. An efficient collection and delivery service, particularly for the elderly and immobile is the first thing I would offer customers who had lost their local surgery. Be seen to identify with their problem.

While I have sympathy with this pharmacist, I reckon someone has to tell him no-one owes him a living, and that the sooner he pulls his finger out and starts to look at ways of giving a service which will keep people coming to his shop the better. Contact the FPC, start a campaign to get a doctor on the estate again? Advertise?

In trouble again

I've really stirred the hornet's nest over OPD. One pharmacist tells me on the authority of PSNC that we cannot claim for the balance of a split calendar pack, while another writes to ask me if I take two tablets out of a 30 pack Zyloric when 28 day's supply is ordered. Of course I don't...and so prove myself inconsistent. I'd love to be all superior and say I only started this to stir things up. Its not true. As you all know I am one of nature's innocents.

I heard this week of a serious problem which has arisen over this 28 day supply against a 30 day order which gives point to all this writing. A patient on Tenormin 100 was regularly given 28s and went without for two days every month. Her blood pressure was checked after six months when she wanted a new script, found to be way up and so a higher dose was ordered. She later collapsed. Yes, I know they pack 30s, but this is not the point. Other products are still in 28s. Once more we pharmacists are up a gum tree.

By the way, my wife managed to get the ladder up the tree and I was rescued. One tries to make a dignified retirement from such situations. But it's hard.

Caveat emptor

I am pleased that Peter Worling has objected to certain computer labelling manufacturers' unsatisfactory attempts to link up with Vestric's computer system (**Letters** last week, p257).

Like Vestric, we invest a great deal of time, money and expertise in developing software which we feel will benefit pharmacy generally. We all remember the period two to three years ago when nearly 70 manufacturers were attempting to sell their wares to unsuspecting pharmacists. Very few are left, but many tales of woe have arisen as a result. Please be wary. Take the advice given by the National Pharmaceutical Association, ask to see the product working and then contact people actively using the system, and look at alternatives.

I am assuming that Mr Worling did not intend to include John Richardson Computers in his blanket accusation of labellers being "unreliable", as Vestric are at present closely evaluating our system, and have been accepting transmissions successfully from us over the past few months without any reported problems. I hope that this will lead to our being able to offer all our users automatic ordering from Vestric in the not too distant future.

John Richardson.

John Richardson Computers Ltd

Freelance

We have been running the SSBS labelling and ordering system on an Apricot PC, and communicating through a BT Datel modem 13b (originally installed for Vestric), since November 1984. There were problems, caused mostly by the appointed distributors at that time offering no back up. This was resolved in July last year by Paul Mullen of SSBS issuing an update. We had a minor BT fault last August, and the microscreen function switches needed replacing this July.

I gather that SSBS are bringing out an update on the new Amstrad IBM-compatible expected to be introduced in three weeks time for £399. The Apricot series computers remain available, and with printer would cost just over £1,000 for the XiFD, less for an F1 or F2 (software extra). I would like to own my own modem rather than rent from BT, but the latest batch were, apparently, not up to standard. Cost will be about £115. I think these costs are less than half the Link Level III system.

Vestric were surprised when we told them we had no further need of their Link I. We still have to accept credit notes for

the rental of their machine. However, since the package is so very easy to use — no looking up codes — over 70 per cent of our orders go to Vestric. They don't seem disappointed. I am happy. Perhaps they should encourage more freelance — and get more business!

Derek Evans

St. Albans

Differing views

It was interesting to note Mr Worling's opinions concerning direct order entry. It is true wholesalers have invested significantly in computers for direct order entry but we believe Vestric are taking advantage of this "monopoly" and not acting in the interests of their customers.

Mr Worling's comments concerning the reliability of the computers used and the software do not apply to Image Micro Systems Ltd. We have a team of skilled programmers who have developed an excellent labelling system with direct order entry. The fact we are winning orders from major multiples proves the case.

The Amstrad computer we use has proven to be most reliable, and bearing in mind we have been in existence for nearly four years, we do have considerable experience in pharmacy micros.

Mr Worling also states that Vestric will not give authority to any third party supplier to link a label printer with their order entry. I find this a case of double standards on Vestric's part. Vestric is willing for our labelling system to be linked to various major multiples and, in fact, have already given permission for one multiple that uses our labelling systems to proceed with the installation of the direct order entry. It was with Vestric's full co-operation that the direct order entry system has been developed.

We also find it difficult to confirm Mr Worling's statement that it is cheaper to have a separate label printer and order entry terminal. A Vestric customer will pay £16.00 a month for the rental of the Link terminal. An additional charge of £24.75 a quarter is levied by British Telecom for the rental of the modem. This adds up to £291 which the customer pays out every year.

A direct order entry system to Vestric from Image can pay for itself within a short time. Not only does the customer own the equipment but the same modem can be used other applications such as Prestel.

We certainly hope that independent pharmacists now realise that Vestric or any wholesalers' arguments for not allowing third parties to link to their computers are unfounded and not in the interest of the customer. What is at stake is, of course, the

lucrative monthly rental obtained from their customers.

Manish Thakrar

Image Micro Systems Ltd

The BPA view...

Bewildered and seemingly humourless Mr R.N. Thomas has once again demonstrated his "hot under the collar" attitude. In the British Pharmaceutical Association we have a broad band of dedicated pharmacists who see beyond the immediate future. If I can explain matters for Mr Thomas and his ilk: the new contract will herald the break up of the NHS pharmaceutical service as we know it; it will rob many young pharmacists of the dream of owning their own pharmacy; it will permit Government control and restriction on the less powerful for the benefit of the big groups; it will bankrupt many existing businesses who have been disadvantaged by leapfrogging or the movement of surgeries.

My view is that leapfrogging is a scourge. It has spelt ruin for many worthy pharmacists. But I do not believe the PSNC contract will end it. PSNC mishandling of the contract situation has meant it has gathered pace in recent times. Undoubtedly this is due to the lack of foresight and the misjudgement by the PSNC of the strength of opposition, which is unprecedented in the history of the profession.

Nothing can totally prevent leapfrogging, but complete security is unjustified. There cannot be any good reason why any business or professional person should be able to put their feet up in the knowledge that no one is permitted to open up against them. Why should they be protected while someone else is prevented from acquiring a livelihood?

On the other hand I wholeheartedly support the view that it should be a breach of ethics to destroy a colleague's business, by the law of the jungle, without any tangible benefit to the community. I do, however, question the reasoning behind the link up of leapfrogging and drastic reduction in payments to small contractors. These are separate matters and should not have been discussed and accepted as part of the deal.

As a member of the Rural Pharmacists Association that I do not believe that dispensing doctors, should deprive any community of a comprehensive pharmaceutical service. But to improve the service in rural areas at the expense of pharmacies run by equally deserving colleagues in other areas is a disgrace.

Charles Flynn.

General secretary, BPA (UK) Ltd.

Lens solutions on FP10

At the last meeting of the North West Thames Regional Pharmaceutical Committee, our attention was drawn to DHSS circular letter DA(86)10, intended for district general managers and general managers of special health authorities for the London postgraduate teaching hospitals for action, and regional general managers for information.

The letter advises health authorities of proposed changes in Hospital Eye Service (HES) dispensing arrangements from July 1, and invites comments. Item 11 indicates that contact lens solutions are available on prescription from the HES if lenses have been supplied for medical purposes.

The secretary of the PSNC has confirmed that in these cases prescriptions for contact lens solutions written by GPs on form FP10 are allowed and reimbursable. It appears neither hospital medical staff or pharmacists are aware of

this. Our committee felt it was important that GPs and community pharmacists should be made aware of the true situation.

Jerry Shulman
Secretary, NW Thames Regional
Pharmaceutical Committee

Not so fine!

May I, through your columns, politely ask Boehringer Ingelheim to declare their authority for ordering me to destroy stock at my expense?

In their circular of August 11 they announce an improved formula for Conotrane cream — to be launched on October 6. Fine! They tell me they will not be able to accept any "old formula". Conotrane for credit — not so fine! They also state "any stocks of the original formula held after October 5 may not be sold or supplied on prescription!"

I have always regarded Boehringer Ingelheim as an excellent and helpful firm, but this time they have really fallen from grace. Nevertheless, if they have an authority to kill stock at my expense — let

them speak now or credit all the pieces!
R.G. Worby
Walthamstow E17

Mrs C. Stam, Boehringer Ingelheim, writes: A letter was sent to all retail pharmacists eight weeks prior to the intended introduction of the new formulation Conotrane. This timing was adopted on the assumption that it would provide adequate time to clear old stock.

With regard to the comment that original Conotrane may not be sold or supplied on prescription, we are grateful that Mr Worby has drawn to our attention that the wording is ambiguous. Our letter was intended specifically to apply to supply on prescription. We acknowledge that pharmacists have the right to sell old Conotrane until stocks are exhausted.

With regard to supply on prescription, we shall be advising doctors that as from October 6 the formulation of Conotrane that will be available will be new one.

If the policy we have adopted creates any untoward problems then we would, as always, treat any reasonable request for the return of stock considerably.

NOTICE TO PHARMACISTS MIS-USE OF TRADE MARK SEPTRIN

Pharmacists may have read A.P.I.'s recent publicity which states that the substitution of parallel imported EUSAPRIM on prescriptions for SEPTRIN is legitimate. This publicity is in response to action which we have taken against wholesalers and pharmacists to prevent the mis-use of our SEPTRIN trade mark.

The supply of EUSAPRIM in response to a prescription or order for SEPTRIN is not an infringement of our trade mark *PROVIDED THAT* EUSAPRIM is not sold as SEPTRIN. For example:

- If you apply a label to a container of EUSAPRIM tablets describing the goods as SEPTRIN or EUSAPRIM/SEPTRIN, this is an infringement of our trade mark.
- If you are supplied with EUSAPRIM under an invoice describing the goods as SEPTRIN, this is an infringement of our trade mark.
- If you supply EUSAPRIM in response to a prescription for SEPTRIN, you require the Doctor's express consent and the container must be clearly labelled EUSAPRIM.

Legal action will be taken against those who continue to infringe our SEPTRIN trade mark.

In proper circumstances, we have no objection to sales of EUSAPRIM in the United Kingdom.

THE WELLCOME FOUNDATION LIMITED

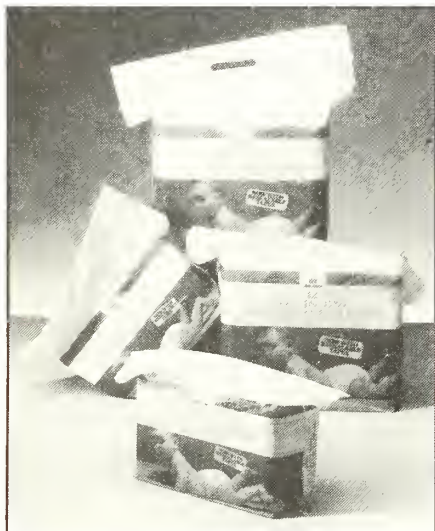


Wellcome

A nappy event for Unichem

Unichem have extended their range of own label nappies with newborn and child size variants.

The newborn size is colour-coded green; the child size, coded in red, currently accounts for 15 per cent of the market and is used as a night-time nappy,



say Unichem. Both nappies are fully contoured, with elasticated legs and refastenable tapes.

An introductory offer of £11.76 per case (retail £1.34) for newborn 15s and £14.74 per case (retail £1.74) for child size 12s runs throughout October. The normal trade price for newborn 15s and child size 12s — both available in cases of 12 — is £13.44 and £16.85 respectively. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Ready for Xmas

Ever Ready will be running two promotions during the pre-Christmas period — a film processing offer on Gold Seal batteries, and three special starter packs of torches.

From September consumers will be offered film processing up to 24 exposures for £1.30 and one proof of purchase, or free with two proofs of purchase. Three proofs of purchase get a replacement film as well. POS material will be available and a £70,000 consumer Press campaign backs the promotion, which closes on March 31.

For retailers Ever Ready are offering three starter packs containing an assortment of torches. Discounts will be available with purchases of any two starter packs and £20 worth of assorted lighting



products until September 30. *Ever Ready Ltd, Ever Ready House, 93 Burleigh Gardens, Southgate, London N14 5AN.*

Merry Maws

Selected items from the Maws starters/training range are to carry Christmas gift tags from the beginning of September. Designed so that both the donor and the recipient's names may be filled in, the labels may be removed without damaging the packs should stocks remain after December 25. *Ashe Consumer Products Ltd, Ashetree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

Fairytale faces

Mary Quant's Christmas cosmetics are called the Sleeping Beauty collection. New shades include ice maiden lipstick and nail polish (£3.25, £2.75); shades of marble four-colour eyeshadow set (£5.25); and crystal gazing silver and day dreaming lilac false eyelashes (£3.25). *Mary Quant, Max Factor House, Watermans Park, Brentford, Middlesex.*

Konica compacts to come to UK

Konica are launching a range of compact cameras at Photokina in Germany, next month. The cameras will be available from dealers in Britain in time for Christmas, says the company.

The MT series of compacts comprises three cameras ranging in price from £64.95 to £104.95. All three feature automatic wind and re-wind with pop-up integral flash. The MT-11 and MT-9 have an autofocus 35mm f/2.8 lens while the MT-7 has a fixed focus f/4 lens. *Konica UK Ltd, Konishiruko House, Plane Tree Crescent, Feltham, Middlesex TW13 7HD.*

Max Factor's party pieces

Max Factor have announced the Christmas colours for their Maxi and Colourfast ranges.

Maxi's Party Smarty selection includes mauve over, Ritz pink and bianco lipstick and nail enamel (£1.70, £1.50) and dolly mixtures and jamboree bag eyeshadow sextets (£2.99). Colourfast's Christmas collection is called Cocktail Colours and features brandy flip and angel face blushers (£4.65), and strawberry cream, grenadine, and plum crush for lips and nails (£3.25, £2.95). There are also two new eyeshadow trios (£4.25). *Max Factor, Max Factor House, Watermans Park, Brentford, Middlesex.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Amplex:	C, TVS, LWT, TTV, C4, Bt
Anadin:	All areas
Arret:	G, C, TTV
Askit powders:	GTV, STV
Body Check for men:	GTV, B, G, Y
Body Mist:	U, STV, A, TSW, TTV
Dentu-creme and Dentu-hold:	All areas, C4, Bt (ITV)
Dulcolax:	HTV, TSW
Farley's Breakfast Timers:	Bt
Germolene 2:	All areas
Grecian 2000:	C, TSW, TVS
Imperial Leather:	All areas
Jaap's health salts:	GTV, STV
Jordan toothbrushes:	All areas

Lady Grecian 2000:	C, TSW, LWT, TTV
Listerine:	All areas
Malibu:	All areas
Odor Eaters:	STV, G, C, A, TVS, TTV, TT
Odor Eaters Trainer Tamers:	GTV, STV, G, C, A, HTV, TVS, TTV
Optrex:	All areas
Oxy:	All areas
Peaoudouce Babyslips:	Bt
Robinson's high juice squash:	GTV, U, B, G, HTV, TSW, TTV
Rug Patrol:	LWT, C, G, Y, U, C4
Setlers:	All areas
Seven Seas:	GTV, STV, Y, HTV, LWT, TTV, TT
Signal:	All areas
Simplicity:	All areas
Silkience Style Set:	All areas
Super Polygrip:	All areas
Simple skin care:	C4
Sweetex:	GTV, STV, G, Y, C, HTV, TVS, LWT, TTV
Ulay cleanser:	U, STV, G, Y, C, HTV, CTV, TSW, TVS, LWT, TTV, TT, C4, Bt
Vidal Sassoon:	All areas
Vosene Frequent Wash:	GTV, U, STV, B, G, Y, HTV, TSW

INSECTICIDES RECOMMENDED BY LOCAL HEALTH DISTRICTS

Are you recommending the right insecticide for your area?

The following list is published for the guidance of retail pharmacists concerning the recommended formulation for use within their own health district. It must be emphasised that such recommendation concerns the formulation's active ingredient only and does not imply, in any way, endorsement of any branded product.

GREY =
MALATHION

RED =
CARBARYL

CHANGED SINCE
LAST LISTING

NEW
LISTING

AUTHORITY	AUTHORITY
*Airedale	Hertfordshire S.W.
Angus Unit, Tayside	Hounslow & Spelthorne
Aylesbury Vale	*Huddersfield
Ayrshire & Arran	Hull
Barking, Havering & Brentwood	**Huntingdon
Barnet	Lancaster
Barnsley	Leeds E. & W.
Basildon & Thurrock	Leicestershire
Basingstoke & N. Hants	Lincolnshire N.
Bassetlaw	*Lincolnshire S.
Bath	Manchester N.
**Belfast E. & Castlereagh	Manchester S.
Bexley	Merton & Sutton
Blackburn, Hyndburn & Ribble Valley	Milton Keynes
**Blackpool, Wyre & Fylde	Newcastle
*Bloomsbury	Newham
Bolton	Northallerton
Borders	**Northumberland
Bradford	Nottingham
Brent	**Nottinghamshire Central
Brighton	Oxfordshire
Bristol & Weston	Paddington & N. Kensington
Bromley	Pembrokeshire
*Burnley, Pendle & Rossendale	Pontefract
Calderdale	Portsmouth & S.E. Hants
Camberwell	**Powys
**Cambridge	Preston
*Chichester	Redbridge
Chorley & S. Ribble	Richmond, Twickenham & Roehampton
City & Hackney	Riverside E.
**Clwyd	Riverside W.
Croydon	Rochdale
**Cumbria E.	Rugby
Cumbria S.	Saint Helens & Knowsley
Cumbria W.	*Salford
**Darlington	*Salisbury
*Derbyshire N.	**Scarborough
*Derbyshire S.	*Scunthorpe
**Dewsbury	Sefton S.
Doncaster	Sheffield
*Downs (Mid)	Shropshire
Dorset E.	Solihull
Dorset W.	Southend
Dyfed E.	Southmead
Faling	Southport & Formby
Eastbourne	Staffordshire N.
Enfield	Staffordshire S.E.
Essex (Mid)	**Suffolk E.
Essex N.E.	*Suffolk W.
Essex W.	Surrey N.W.
Forth Valley	Surrey S.W.
Frenchay	Tameside & Glossop
Gateshead	Tayside
**Glamorgan (Mid)	**Torbay
**Glamorgan S.	Tower Hamlets
Glamorgan W.	*Trafford
**Gt. Yarmouth & Waveney	Tunbridge Wells
Grimsby	*Tyneside S.
Gwent	**Wakefield
**Gwynedd	Waltham Forest
Harrogate	Wandsworth
*Harrow	Winchester
**Herefordshire	*Worthing
*Hertfordshire E.	Wycombe
Hertfordshire N.	York
Hertfordshire N.W.	Yorkshire E.

GREY =
MALATHION

RED =
CARBARYL

*CHANGED SINCE
LAST LISTING

**NEW
LISTING

SULEO-C
LOTION

SULEO
SHAMPOO

DERBAC
SHAMPOO

SULEO-M
LOTION

DERBAC
LIQUID

DERBAC
COMB

This list is managed and space donated by INTERNATIONAL LABORATORIES LTD. in the interest of community health care

**Impulse is creating
a new market.
Moisturising Body Mousse.
You just can't help
acting on it.**

BIGGEST BRANDS ✓ **BIGGEST SALES** ✓ **BIGGEST PROFITS** ✓

Impulse, the creators of the profitable bodyspray market, have created an entirely new addition to consumer's toiletries: Impulse Body Mousse.

We now know through research that three quarters of all bodyspray users are likely to purchase it in addition to the toiletries they buy already.

That means Impulse Body Mousse is not a mere "range" extension, but an innovative brand in its own right.

It gives women the unique dual benefits of our delicate Impulse fragrance plus a high quality skin moisturiser.

It will also be supported in its own right, with a heavy \$1.2M TV launch campaign offering a twist on the well known Impulse story, "Men just can't help acting on Impulse."

Stock plenty of New Impulse Body Mousse and you'll discover you just can't help making on it.



IN 4 BEST SELLING FRAGRANCES.

FROM THE BIGGEST NAME IN TOILETRIES. **ELIDA GIBBS** ✓



Silvikrin grabs the Headlines

Beecham are bringing Headlines "improved formula" anti-dandruff gel shampoo into the recently re-launched Silvikrin Collection.

Beecham claim that Headlines conditions the hair as well as getting rid of dandruff. The twin-striped gel comes in a tube with a carton designed to tie up with the rest of the range.

Promotional packs currently available feature a 10p off next purchase coupon that can be used with other products in the range as well as Headlines.

Headlines will be included in a £2.5m national television campaign for the collection, running from September to February, and from January there will be Press advertising specifically for Headlines. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 98D.*

It's all change for fragrances

The UK fragrance market has seen some significant changes over the last decade, caused by dramatic alterations in lifestyles and increasingly fierce competition between the domestic and foreign fragrance houses.

MSI Database's report on this market notes the change of men's attitudes, becoming more adapted to using scents. And fragrances are spreading their influence to other body care lines.

Some 72 per cent of all women in the UK use fragrances sometimes, say MSI. The share of regular users, who use fragrances at least once a week is, however, significantly lower at only 59 per cent of the female population. In the male market, well over half of all men use after-shave, although colognes are used by a

much smaller number. But using fragrances is becoming more accepted as daily practice for both men and women.

Traditionally women have been loyal to one particular fragrance throughout their lives, but this is changing, according to the report, along with increased activity of companies in launching new fragrances. The result has been to reduce the product life cycle of many fragrances, although some of the premium brands have managed to develop a very loyal support from the older generation.

Department stores grab the lion's share of distribution for women's perfumes at 36 per cent. Boots come in with 32 per cent and other chemists pick up a 16 per cent share. But for men's fragrances, the share gaps are much tighter, with department stores at 30 per cent, Boots at 22 and other chemists at 20 per cent of sales.

MSI are optimistic about growth in the market in 1986 for both the male and female sectors. Overall, the fragrance market should see a 10 to 12 per cent expansion in retail growth, says the report. "Fragrances, UK" (£35), *Marketing Strategies for Industry (UK) Ltd, 32 Mill Green Road, Mitcham, Surrey CR4 4HY.*

A window to California

Shulton are offering retailers the chance to win a fortnight's fly-drive holiday in California by creating the best window display featuring Old Spice, or 11 nights in Spain just by entering.

To qualify, displays must remain in place for at least 14 days, and feature two Old Spice showcards and two posters. Photographs must be submitted by November 19 and will be judged on presentation, originality and selling power.

Six runners-up will win a hand-made ship's decanter with six glasses, and each entry will also be included in a draw to win a holiday visiting the castle of Castile in Spain. The list of winners will be published in *C&D* in December. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks RG11 2SN.*

Covering up

Gucci No. 3 eau de parfum will be banded to the front cover of *Woman and Home's* September issue and a national television campaign breaks on September 11 with peak viewing slots. *Wassen International Ltd, 14 The Mole Business Park, Leatherhead, Surrey KT22 7BA.*



Alpine Sun goes on show

Nivea's Alpine Sun range will be supported at the *Daily Mail* ski show in November.

The brand is sponsoring the show's radio station, which will be known as Radio Nivea Alpine Sun and carry ten 60-second spots a day promoting the range. The show goes on for nine days, and Nivea expect it to enable them to reach 160,000 active skiers.

Nivea say the sponsorship will back up advertising in specialist ski holiday brochures, and they are also making promotional posters available to chemists. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham B8 3DY.*

Label look-out

Nutrasweet are running a £1.5m campaign to encourage consumers to look for the Nutrasweet label on products. The artificial sweetener is used in Ski and Shape yoghurts, Carnation sugar-free hot chocolate mix, Ovaltine Choc-o-mint, and Canderel Spoonful, among others, and these products will be featured in the advertisement. The campaign runs until the end of September. *Nutrasweet AG, City House, Maid Marian Way, Nottingham NG1 6BH.*

Body lines

Helena Rubinstein are introducing Barynia perfumed body oil and talc.

The body oil (£16.50) comes in a spray and has a non-greasy, non-staining formula says the company. Barynia talc (£12.50) comes in an unbreakable bottle with shaker top. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 ORB.*



New look for Haliborange

Evans Medical have repackaged Haliborange vitamin tablets. The new packs emphasise the multi-vitamin benefits of the product and stress its use as an all-year-round supplement. New sizes (60 tablets £1.49, 120 £2.24) give the same price per tablet as the old packs. A Winter promotional trade price is currently available. *Evans Medical Ltd, 318 High Street North, Dunstable.*

Out of the nursery

Latest consumer Press advertisements for the Nursery range feature the copyline "A feeding system that's as versatile as your lifestyle", while a parallel campaign in the professional Press stresses the help of midwives and doctors in developing the range. The campaign runs from now until

April. Consumer Press used includes *Mother and Baby, Parents, Maternity and Mothercraft and Pregnancy*, and professional Press *Primary Health Care, Community Outlook and Midwife, Health Visitor and Community Nurse*. *Lewis Woolfe Griptight Ltd, 114 Oakfield Road, Selly Oak, Birmingham B29 7EE*



Oil of Ulay will come with a free simulated-pearl chain in Christmas packs from September. *Richardson-Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey TW20 9MNW.* Thomas Christy are offering two free cosmetic sponges for one carton top from any product in their skin care range. *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants GU12 4QP.*

Wella shed some light

Wella are adding a hair lightener kit to their Colour Confidence range. The company says most consumers like to visualise the finished result, so a shade guide is being introduced to show the effects of the lightener on three base shades of hair. Packaging is designed to attract the under-24 age group, and the product will be advertised in a £200,000 women's Press campaign continuing the before and after theme used for Colour Confidence and Wella's streaking kit. *Wella Great Britain, Wella Road, Basingstoke, Hampshire.*

On the nail with Eylure

Eylure have added Easitips refills (1.99) and Easiglue (£1.45) to their range. The refill pack is designed to complement the Easitips kit, and contains 20 nail tips, in slim/medium, medium/wide or new squareline. The new glue is thicker and should be easier to use, say Eylure. It can be used with nail tips or nail repair. Both packs are on blister cards to be merchandised with the rest of the range. *Eylure Ltd, Grange Industrial Estate, Cwmbran, Gwent.*

...yet more quality generics from Wyeth.

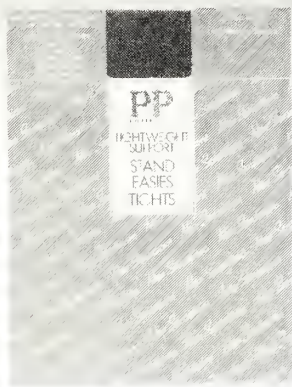


Unparalleled quality

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality. You and your patients can benefit from an extended range of Wyeth quality generics which now includes lormetazepam and glibenclamide. To enquire about our competitive prices, or any other matter, ring the Wyeth 'Hotline' on 06286 4377 Ext 4519.

WYETH* GENERICS





PP pulls their stockings up

Pretty Polly are relaunching their range of support tights and stockings with the aim of promoting them as fashionable rather than purely therapeutic.

Now called New Sensations, the range includes Touch of Support tights, Stand Easies tights and stockings, and medium support tights. New packaging links the four types, and the packs feature a reference number for guidance on the level of support offered.

New shades include ebony, emerald, fawn, midnight blue, pewter, royale, and ruby. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham B42 2LD.*

Skincare market looks healthy

Skincare products face a bright future as the health trend encourages a more "natural" look, according to a new survey from Market Direction.

Skincare products made fairly consistent progress this decade, says the report, which notes a few pointers to new growth routes. It suggests a need for more segmentation to build a specific usage, and is hopeful of a potentially massive male products sector.

Skincare is becoming the 'health' sector, benefitting from the lessening popularity of toilet soap, says the survey, which pins much hope on the male skincare sector. As yet this is largely untapped because of social and psychological barriers. But men's fragrances are a clue that acceptance is on the way, and in a mature market the benefits of a big new audience would be significant.

Prospects are best in Italy and the UK, two countries which have been "a little slow" picking up on skincare. Here, 7 per cent of sales value is ploughed back into

advertising.

The UK market has seen good performances by hand and body lotions recently, although the largest sector remains skinfoods and moisturisers with 44 per cent of sales. Boots account for a third of sales and have a healthy brand share in most sectors, say Market Direction — although pride of place among moisturisers goes to Oil of Ulay with 13 per cent. The British market will see steady growth to the end of the decade, at an annual rate of 4 to 5 per cent, pushed particularly by the buoyant hand and body lotion areas, says the survey. *Skincare survey, Market Direction, 87 Turnmill Street, London EC1M 5QU.*

Whoops — Scotties ads are back

Scotties tissues are to bring back advertising with the "Whoops, Scotties" theme, in a campaign running until December on Central, Granada, Yorkshire, Tyne Tees, Scottish, Grampian, Anglia, Wales and West. The campaign will be backed with on-pack promotions later in the year. *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.*

Miners wrap it up for Christmas

Miners have created new shades for Christmas, inspired by traditional scenes. All Wrapped Up features holly and snowwhite eye pencils (£1.05); frostbite and sugar daddy loose face powder (£1.80); and cupid's bow, Jack Frost, Christmas tree and merry berry for lips and nails (nail colour and swivel lipstick £0.99, push-up lipstick (£0.79). *Miners, Max Factor House, Watermans Park, Brentford, Middlesex TW8 0DS.*

Fashion to dye

Dylon have introduced three new colours each to their fabric and shoe dye ranges. Deep violet, steel grey and spruce green for fabrics and electric blue, storm grey and evergreen for shoes are designed to tone with new Autumn fashions, say Dylon *International, Worsley Bridge Road, Lower Sydenham, London SE26 5HD.*

Weleda go for the whole tooth

Weleda are launching a calendula toothpaste and giving away herbal toothpaste in a separate Autumn promotion.

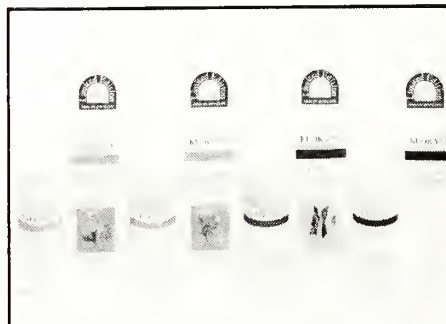
The new toothpaste (£1.35) has a mild fennel flavour and contains natural ingredients with a gentle detergent. Weleda say it has not been tested on animals. There will be an introductory offer and POS material.

In addition Weleda are giving away a tube of herbal toothpaste to customers buying £5 worth of goods from 35 selected products. During this promotion (early September to the end of November) there will be extra discounts to the retailer. POS leaflets explain the promotion, which will be advertised in the *Daily Express*, *Mail on Sunday*, *Sunday Times*, *Woman's Own*, *Good Housekeeping*, *Here's Health*, *Health Now* and *The Baby Book*. *Weleda (UK) Ltd, Heanor Road, Ilkeston, Derbyshire DE7 8DR.*

New teats

Oxford Trading & Development are now distributing their Sil-flow silicone rubber teats nationwide following tests in the Oxford region. The medium flow teats are available in packs of two (£0.96). The teat has a "side hole" which delivers milk to the side, rather than the back of the throat. *Oxford Trading & Development Co Ltd, Unit 16, Bankside, Station Field, Industrial Estate, Kidlington, Oxford OX5 1JE.*

Robinsons of Chesterfield are offering 10 per cent extra free on Soft & Pure cotton wool from September while stocks last. *Robinsons of Chesterfield, Wheat Bridge Mills, Chesterfield.*

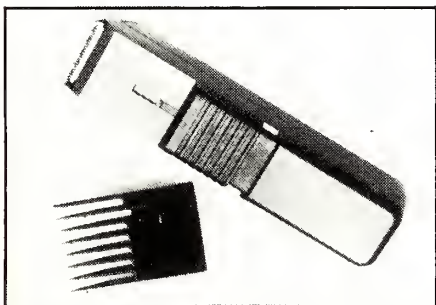


Klorane are offering 40p off their conditioners during September and October. *Eyelure, Grange Industrial Estate, Cwmbran, Gwent*

Get plastered

Free on-pack sets of fabric plasters are being offered with Dettol from the end of August.

Nine plasters will be available with the 750ml size, six with 500ml and three with 250ml. The promotion is designed to stress the product's role as an antiseptic as well as a disinfectant and will be backed by a £2.4m national television campaign running until October. *Reckitt & Colman Products Ltd, pharmaceutical division, Dansom Lane, Hull HU8 7DS.*



Braun are adding a beard trimmer to their man's grooming range. The trimmer offers four beard length settings to allow the "three day growth look" as well as trimming longer beards. Called the Exact Universal, it features a narrow cutting head for contouring and a long hair trimmer, is rechargeable and has automatic voltage adjustment. It will be featured in a £200,000 Press campaign during November and December. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex*

Sea it on TV

Seven Seas are to advertise their cod liver oil capsules on national television with the message "Remember the goodness; forget the taste". The £400,000 campaign runs for three weeks from September 29, and will be backed by new POS material. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*

New look

Orovite 7 is now available in new style packs, supported by an extensive range of counter display material, say *Bencard, Great West Road, Brentford, Middlesex TW8 9BO.*

Rendells' new distributor is Delachem Ltd, Seymour Road, London E10 7LX, and not as stated in C&D August 9.

Chemist & Druggist 23 August 1986

Simeco tablets and suspension

Manufacturer Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks SL6 0PH

Description White tablets containing aluminium magnesium carbonate co-dried gel 282mg, magnesium hydroxide 85mg and activated dimethicone 25mg. White suspension containing, in 5ml, aluminium hydroxide 215mg, magnesium hydroxide 80mg and activated dimethicone 25mg

Uses Antacid

Dose Two tablets, or 10ml, after or between meals and on retiring

Supply restrictions Tablets P

Suspension GSL

Packs 60 tablets (£3.15) and 200ml suspension (£1.35 both prices trade)

Product Licence Tablets 0011/0039

Suspension 0011/0040

Issued August 1986

Hillcross add three

Hillcross Pharmaceuticals have added atenolol, hydralazine hydrochloride and nitrazepam tablets to their range of generics. The atenolol tablets are available in two strengths — 50mg (28 blister-packed £4.29) and 100mg (28 blister-packed £6.15). Hydralazine hydrochloride tablets are available in two strengths — 25mg (100 £1.35) and 50mg (100 £2.75). The nitrazepam 5mg tablets are packed in 500s (£2, all prices trade). *Hillcross Pharmaceuticals Ltd, Primrose Mill, Harrison Street, Briercliffe, Burnley BB10 2HP.*

Eskornade reformulated

Eskornade Spansule capsules and Eskornade syrup will be available in a reformulated form from September 1.

Each Spansule will contain 50mg phenylpropanolamine hydrochloride and 5mg diphenylpyraline hydrochloride. Each 5ml dose of the syrup will contain 12.5mg phenylpropanolamine hydrochloride and 1.5mg diphenylpyraline hydrochloride. In both presentations isopropamide iodide has been removed.

At the same time a new blister pack of 30 capsules will replace the existing

container of 30. The price remains unchanged. *Smith Kline & French Laboratories Ltd, Welwyn Garden City, Herts AL7 1EY.*

New formula for flu vaccine

Influvac sub-unit is being reformulated in accordance with the World Health Organisation's recommendations for the 1986/87 season and will contain the following strains:- A/Mississippi/1/85 (H3N2) A/Chile/1/83 (H1N1) and B/Ann Arbor/1/86. Prices are single dose (0.5ml) disposable syringe £4.09, 10-dose (5ml) vial £37.30, and 50-dose (25ml) vial £176.43 (all trade). *Duphar Laboratories Ltd, Gaters Hill, West End, Southampton SO3 3JD.*

BRIEFS

Fortisip Energy-Plus flavoured from Cow & Gate is now prescribable as a borderline substance. The drink, in 200ml ready-to-use bottles available in orange, vanilla and banana, is prescribable for patients with short bowel syndrome, intractable malabsorption, pre-operative preparation of patients who are under-nourished, treatment for those with proven inflammatory bowel disease, treatment following total gastrectomy and dysphagia; bowel fistulae; anorexia nervosa. Unsuitable for infants under one year; not suitable as a sole source of nutrition for older children. *Cow & Gate Ltd, Clinical Products Division, Cow & Gate House, Trowbridge, Wilts BA14 8YX.*

Metformin 850mg tablets from Cox Pharmaceuticals now show "COX" and "MH" on one face, the other face being unmarked. The tablets remain white, circular, biconvex and film-coated. There are no changes to the 500mg tablets which remain marked with "MF" on one face and "COX" on the reverse. *Cox Pharmaceuticals Ltd, Whiddon Valley, Barnstaple EX32 8NS.*

Largactil and Vallergran syrups in 125ml bottles will be replaced by 100ml bottles when stocks of the current packs are exhausted. Basic NHS prices for the new packs are £0.495 for Largactil, £0.945 for Vallergran, say *May & Baker Pharmaceuticals, Rainham Road South, Dagenham, Essex RM10 7XS.*

Juvel tablets are now white and tartrazine-free say *Bencard, Great West Road, Brentford, Middx TW8 9BD.*

Diet as a route to health

At least four fifths of the population have some symptoms of nutritional deficiency. They don't sleep well, they lack energy, their skin is in bad condition or they suffer from vague aches and pains, says Patrick Holford, a nutritionist and director of the Institute, which has devised optimum diets for over 500 clients.

The clients have presented with wide-ranging symptoms, from mild or "sub-clinical" complaints they may not regard as illness to more serious conditions such as arthritis and schizophrenia. Most came because they were suffering from a disease which had not responded to conventional treatment.

"This has been slightly disappointing because we had hoped people would come to us before they were ill, to see how they could stay healthy," says Mr Holford. "One of the most interesting findings is the number who report extreme fatigue, not just those who feel they should be supermen and aren't, but those who don't have the basic energy to do a normal five days a week job. It affects their whole lives. Almost half our clients report tiredness as a major symptom."

Other common symptoms are premenstrual problems, headaches, vague aches and pains, insomnia, constant colds and infections, hair loss, dry skin, nausea and memory blanks.

"I'm pleased to see we're being consulted by a lot of people with cardiovascular disease who want to do something about it. It surprises me how little counselling is given, considering the relationship between diet and heart disease. You would think people who've had a heart attack or stroke would be given some dietary advice but often they are told nothing other than to cut down on fats, without specifying which fats."

"We see many pregnant women, often those who have had problems with a previous pregnancy, who want to get into good shape as soon as possible. There's a tendency for stress, such as pregnancy, to bring out symptoms of nutritional deficiency. Many clients tell us that their major health problem first occurred around the time of childbirth."

"Hyperactive children are rewarding to treat because we get good results. Three main causes are responsible in almost every case — lead toxicity, allergy to foods or chemicals, or too much sugar which provokes glucose intolerance."

Clients have their symptoms analysed and undergo tests such as hair analysis to determine their mineral status. They are

Improving the diet can offer an alternative to drug treatment in some diseases and can revitalise the vast numbers of people who seem to spend their lives in a state of lethargy. These findings have come from work done at the Institute of Optimum Nutrition, established in London just over 18 months ago.

asked what they have eaten over three days and the answers are analysed by computer to determine their exact intake of vitamins, minerals, amino acids, saturated and unsaturated fats and other nutrients. They also have blood lipid measurements taken.

Each client is given a personal health programme report. The first section gives results of all the tests carried out to calculate the individual's nutritional requirements for optimum health. The second section suggests an ideal diet and supplement programme for that person, stating which foods are good, which to cut down and which to avoid. The last section explains the rationale behind the treatment and gives advice on other risk factors, for example, if patients are found to have high levels of lead, copper or aluminium they are advised how to protect against pollution and which foods may help to "detoxify" the body.

Clients are also asked to monitor their own health and record how their treatment affects their symptoms.

"Nutrition is both a science and an art, and it's virtually impossible to be totally precise about a person's vitamin and mineral needs. We work out the ideal levels according to symptoms, age, sex, lifestyle and current nutritional status. I try to devise diets they can stick to without too much difficulty. It takes time to make changes in eating habits but once made they are usually permanent."

Vitamin and mineral supplements are recommended in addition to diet and these are reduced after three months if the symptoms have improved. The key is to find the correct balance of nutrients to suit each individual. "Some people are taking enormous quantities of things before they consult us," he says. "They often save money by coming to a nutritionist!"

Blood tests for vitamins are sometimes carried out but are expensive at about £15 for a single vitamin. "It's cheaper to put someone on a course of multivitamins and see if it works," he suggests, "but it's not a case of trial and error because I know from experience what's likely to be the problem."

Mr Holford has found that the common failing with the average diet is its lack of fresh fruit and vegetables. Many people have switched from full fat to skimmed milk and are avoiding sugar but are not adding

"Almost half our clients report tiredness as a major symptom"



HOW TO TURN NATURAL COD LIVER OIL ...



enough of the good foods. He encourages them to increase their fruit and vegetable intake and to eat these products raw whenever possible.

If this advice is followed, constipation, a common symptom, tends to disappear automatically without the need to add bran.

Vitamin C and the B vitamins are those most frequently lacking because they are destroyed by processing, heat, radiation, storage and oxidation. More often than not, he says, it is vitamin B deficiency which is associated with widespread fatigue.

Some authorities have expressed concern about the risks of taking too much vitamin B6, but he believes this should not be a problem if the vitamin is taken in a balanced combination with other B vitamins and zinc. He has treated many people with a daily dose of 50mg or more and not seen toxic effects.

Zinc is the most common mineral deficiency and is seen in half the clients. The most usual symptoms are frequent infections (also related to vitamin C deficiency), white marks under the nails, premenstrual problems and appetite disturbances. There is evidence that in some people zinc deficiency might be linked with anorexia. Zinc and B6 are given in combination, because the two work together.

Work at the US Brain Bio Center has found that 30 per cent of schizophrenics are deficient in zinc and B6 and the symptoms improve on supplementation.

Attention is also paid at ION to reducing body levels of toxic minerals such as lead, copper and aluminium. Calcium and phosphorus antagonise lead. Calcium is also effective against cadmium and aluminium. Vitamin C is useful against lead, cadmium and arsenic. Zinc acts against lead and cadmium. Magnesium and vitamin B6 help remove aluminium, while zinc, manganese and vitamin C help remove copper.

Aluminium has recently been implicated in senile dementia and memory loss, and Mr Holford suggests pharmacists should recommend antacids which are free from aluminium salts.

Excessive intake of copper can aggravate inflammatory diseases such as rheumatoid arthritis, and promising results have been obtained by supplementing with zinc, magnesium and vitamin C to lower body levels of copper.

A common source of this "pollutant" is copper water pipes. Spot checks on tap water have revealed copper levels much higher than the EEC recommended limits, although water authorities deny anything is wrong, Mr Holford claims.

While firmly convinced that everyone can benefit from optimum nutrition, he admits that it is not a cure-all. "If after six months there has been no improvement in the patient's illness the chances are we can't

help them", he says. "We think it's important for people to know if they are unlikely to improve."

But the success rate is high. Three quarters of clients say the major problem for which they sought treatment has improved or greatly improved. Even if their main symptom is not cured, most find they have more energy, sleep better and notice a general improvement in well-being.

Detailed analysis of the first 100 clients undergoing a personal health programme showed that a quarter were assessed as having a good or very good diet yet still had multiple signs of vitamin deficiency. On the



Patrick Holford obtained a degree in experimental psychology at York University, specialising in schizophrenia. A study of work at various academic centres in the USA convinced him that a nutritional approach had produced better results than drug treatment or psychotherapy. After graduating he continued to study nutrition and applied psychology, and in 1980 he set up on his own as Whole Health Programmes. In January 1985 he launched the Institute of Optimum Nutrition. He is author of "The Whole Health Manual," "The Whole Health Guide to Elemental Health," and "Vitamin Vitality"

other hand there were two dietary mavericks who ate poorly but did not seem to suffer for it. Only eight had a good diet with no vitamin deficiency signs.

Three-quarters of the group had diets deficient in all vitamins and all suffered deficiency symptoms to some extent. Their symptoms improved measurably during the programme and cleared completely in two-thirds of cases. Problems which improved included allergies (all 7 clients), migraine (8 out of 9), skin problems (all 15 clients), menstrual problems (all 16), arthritis (10 out of 14), glucose intolerance (9 out of 11). Occasionally clients were able to reduce the medication they were receiving for clinical problems such as asthma and depression.

Because the results of this pilot study were so encouraging, the ION intends to carry out full, conventional trials which should give conclusive answers.

Controlled trials are being carried out at various centres in the UK to demonstrate the important part nutrition can play in treating certain conditions. In a small study in Wrexham, three groups of 10 children were given supplements, a placebo or nothing for three months. There was a definite increase

in IQ and better behaviour in those taking supplements compared with the rest. A larger study is being set up along similar lines.

In another trial, a school for maladjusted teenage girls is taking part in a remedial nutrition programme and the results are expected shortly.

Although Mr Holford has advised companies on the formulation of supplements, he is not commercially attached to any one company. The supplements he recommends to clients are those available from pharmacies and health food stores, such as Healthcrafts prolonged release, Health Plus and Cantassium ranges. In September, Health Plus are launching the VV Pack multivitamin and mineral formula based on the recommendations in his book "Vitamin Vitality".

He tends to use high dose supplements because he finds those based on official Recommended Daily Amounts are not strong enough to treat deficiency symptoms. Not all supplements on the market are well thought out, he believes. Their formulas have not kept up with changing views on nutrition. He feels, for example, that although 2mg copper daily is essential, most people will obtain this mineral from other sources and there is a danger of an excess displacing zinc. He thinks, although some manufacturers have different views, that the ideal ratio of zinc:copper in a supplement is 10:1.

Mr Holford is encouraged by the growing interest in nutrition as a route to good health. "The most exciting aspect of ION's first year has been the response from the public," he says. There have been 10,000 unsolicited inquiries and a club was formed which now has 1,500 members who receive a quarterly magazine with articles on different aspects of healthy eating.

He believes pharmacists have a difficult task in advising on nutrition. "It is a very complex subject and they are not trained in this area as well as they could be. The same is true of almost all health professionals. I would recommend reading as much as possible on the subject. Twice a year the Institute runs a free one-day training course for health professionals, in addition to the two year nutrition consultants course.

"If someone comes into the pharmacy with the vague symptoms I have described it is well worth suggesting a high strength multivitamin and mineral formula. It's unlikely to do any harm and it can do a lot of good."

The Institute of Optimum Nutrition is at 5 Jerdan Place, London SW6 1BE. The fee is £48 for a postal package or an hours' consultation at the Institute, including all the tests. A full year's programme is £98.

... INTO PURE PROFIT ...



Supplements — the balancing act

Ray D. Rice, MS PhD, AIFST, technical manager, Seven Seas Health Care, explains what makes a balanced formulation.

Several official reports have appeared over the past few years showing that women of child-bearing age, school children, and the elderly, as well as other less specific groups can find it hard to obtain the officially recommended levels of micronutrients from their normal daily food intake (1-4). Our Seven Seas dietary assessments have shown that the average person is likely to be short of vitamin B6, folate and vitamin E. A recent paper in *The Lancet* (5) has suggested that thiamine supplies may be more marginal than was previously thought to be the case.

In the light of the increasing demand from customers for advice on vitamin/mineral supplements many pharmacists have asked for information on the formulation of supplements, and this article aims to point out some of the more important factors involved.

The first problem arises because the scientific aspects are often difficult to interpret, due to the ethical and financial constraints on human nutrition experiments. Some of the micronutrients in the body may take months or years of depletion diets to reach levels low enough to produce demonstrable effects. Vitamin A is a case in point.

Long before this vitamin reaches those low levels it may have fallen enough to impair the immune system, and this may be the basis for the apparent, but unconfirmed, protective effect against cancer (6). Such conditions may take 20 years to manifest themselves, something clearly impossible to contemplate for human experiment. So to find out what diets we should be eating, nutritionists are forced to base their recommendations on animal experiments or on human feeding trials that are much too short or too poorly controlled. This is why nutrition is such a contentious subject, and in essence will always be so.

In spite of this, we do know a lot about nutrient needs and this information is used in the basic formulation of multivitamin/mineral supplements. Other considerations are dose form,



"The first essential is to ensure that the product will not harm the consumer"

nutrient/nutrient and nutrient/drug interaction, consumer acceptance, stability and cost.

First do no harm

The first essential is to ensure that the product will not harm the consumer, bearing in mind that its use will be largely unsupervised. This imposes limits on the upper levels of vitamins, and in particular those with known toxicities. There is in general no need to provide supplements with vastly more than the Recommended Daily Amount (RDA) of vitamin or mineral. The potential toxicity of a particular vitamin A is by now well known, and the Health Food Manufacturers Association requires members to limit retinol to a maximum of three times the adult RDA of 2,500 IU (750 micrograms of retinol equivalent) ie 7500 IU per daily dose.

The toxicology of vitamin D is also well known, and sensible limits applied. There is some evidence of adverse effects from high dose vitamin E, although it is not well founded (7). Similarly B6 is reported to have toxic effects at levels in excess of 200mg per day, but again the evidence is weak.

Some nutrients can interfere with drug therapy, or complicate the task of diagnosis. B6 is well known for its L-dopa blocking effects. Large amounts of folic acid can complicate the diagnosis of pernicious anaemia (9). It is therefore wise to ensure that supplements containing folate do not contain any more than the 200-300 micrograms per day generally considered to be our requirement, and that they also contain a small amount of B12.

Some of the minerals can also produce adverse effects when taken at levels much higher than their requirement. Iron, iodine, selenium, and copper are well known and documented in this respect.

Nutrient interactions

Information on nutrient interactions is more readily available for interactions between minerals than between vitamins, and perhaps the best documented cases are those of interactions between minerals and vitamins.

In the latter, the principal role of vitamin D seems to be to regulate the absorption and metabolism of calcium. For this reason for optimal effect, calcium containing supplements should contain a safe but effective level of vitamin D.

The absorption of iron is well known to be favourably affected by dietary vitamin C (10). This applies to the iron present naturally in the diet as much as to supplemental iron. Because, under ordinary circumstances, only about 10 per cent of supplemental iron is absorbed, the presence or absence of vitamin C is clearly important. The effect on iron absorption is not very significant until vitamin C intake gets above about 40mg, about 30 per cent higher than the current UK RDA.

Vitamin A and its pro-vitamin, beta carotene, are both very susceptible to destruction by oxidation. This vulnerability can to some extent be ameliorated by the presence of vitamin C or vitamin E, both of which have antioxidant functions *in vitro* and *in vivo*. When these nutrients act as antioxidants *in vitro*, their role seems to be that of a free radical acceptor, and in this use their subsequent physiological activity is likely to be lost, so that formulation levels must take into account this likely loss of activity, and compensation allowed.

There is a belief that the B complex vitamins should be taken together, and in roughly the RDA proportions, but it is not substantiated by hard evidence.

Literature evidence of mineral/mineral interactions is generally more widely available than for the vitamins. Iron/zinc, zinc/copper, calcium/magnesium and calcium/aluminium/phosphorus are examples of such interactions.

Iron and zinc appear to be mutually competitive, probably by virtue of a common absorption mechanism. Crofton *et al* (11) showed that the presence of zinc in a molar ratio of Fe:Zn 2.5:1 reduced iron absorption slightly (by about 10 per cent) compared to when iron was given alone. When the molar ratio was increased to 1:1, iron retention fell to 20 per cent of the level with iron alone. When a molar ratio of 1:2.5 was used, iron retention was reduced to 10 per cent of the level achieved with iron alone. The relationships outlined above are further complicated by other dietary constituents, such as fibre level and protein type (eg animal or vegetable). Solomons (12) showed that while inorganic zinc absorption

Continued on p290.

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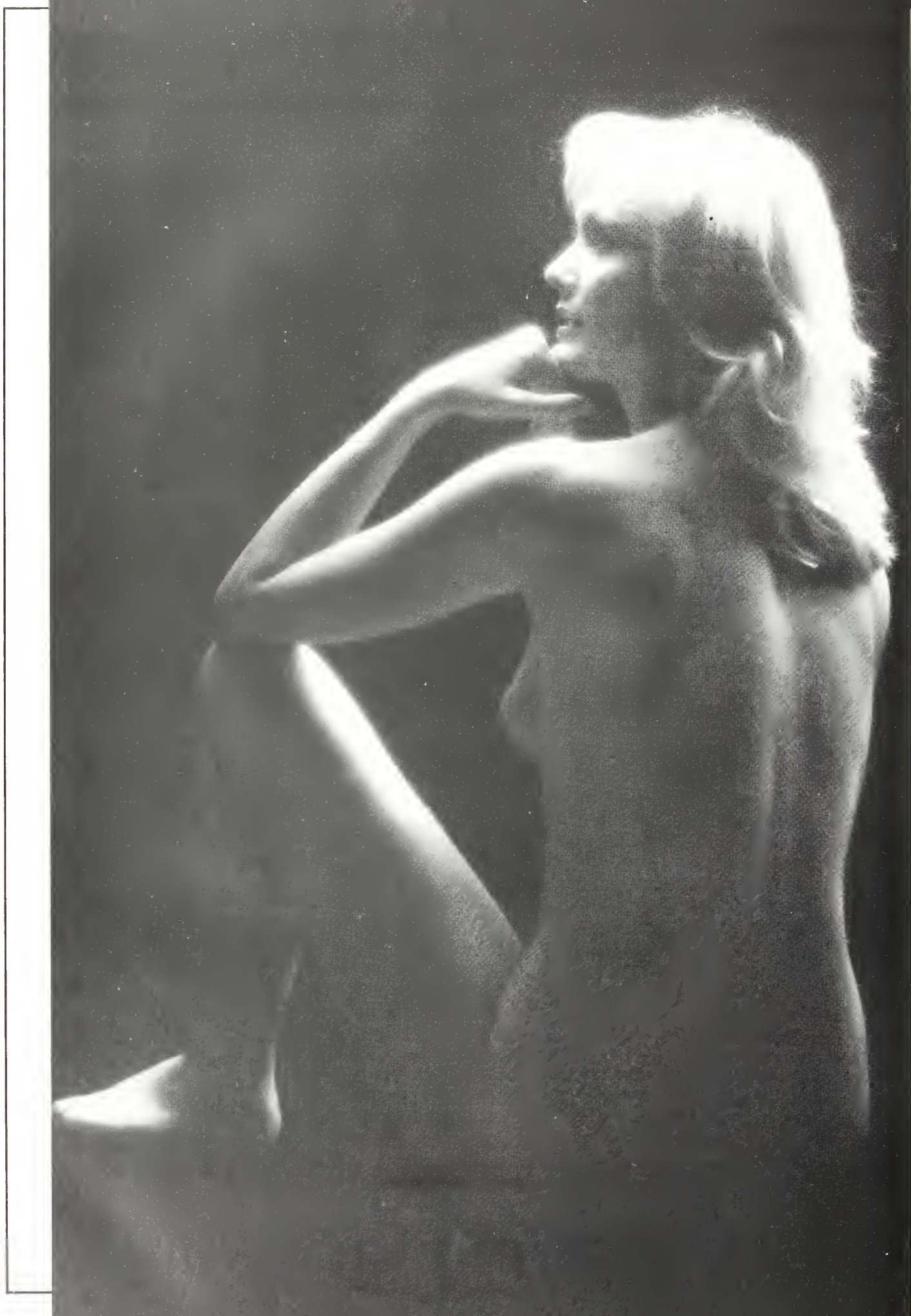
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VITAMINS

MINERALS

VITAMINS AND HEALTH FOODS

Continued from p286

could be adversely affected by dietary iron, the same did not seem to hold for organic forms of zinc. Zinc absorption is also adversely affected by high calcium intakes in animals (13), and in turn high zinc intakes can reduce copper absorption (14).

Calcium and magnesium also seem to be interrelated as far as their absorption and metabolism are concerned. A high intake of magnesium can suppress calcium uptake (15), and since vitamin D seems to be involved in magnesium absorption, as well as calcium (16) this is perhaps not surprising.

Aluminium-containing antacids are known to cause losses of calcium (17) probably by the formation of relatively insoluble complexes with dietary phosphorus. This in turn creates a phosphorus deficiency which leads to bone resorption in an attempt to maintain plasma phosphate levels. Plasma calcium rises beyond that required, and the "surplus" is excreted in urine.

The subject of nutrient interaction is an enormously complicated one, in which understanding is hampered by the extreme

complexity of foods, and the difficulties of carrying out adequately controlled trials, as outlined earlier. In the absence of specific information to the contrary, it is necessary to assume that gross imbalances of one nutrient (imbalance as judged from our knowledge of RDA's) is likely to have an impact on other dietary components. Great care must therefore be exercised in departing from this position.

What to include?

Just what is included in the formulation will depend on the market for which the product is aimed, but in the case of a multivitamin/mineral supplement the situation is simpler. There the basic aim is to provide a comprehensive supplement as conveniently and as cost effectively as possible. After all, if you are going to get nutritional insurance, it seems sensible to make sure that it is "comprehensive" rather than "third party, fire and theft". Some of the older products in the field are very basic in their formulation, presumably reflecting the thinking when they were put together 20 years ago.

Cost is a factor of course, but with



A "natural" alternative for diabetics

careful formulation, need not be limiting. Most of the top products in this market sell for between 3 and 5 pence per daily dose.

The dose form

Cost is a factor, with tablets generally the cheapest option but unless they are sugar coated they can be unpleasant to take, and tend to smell of the B vitamins. The sugar coating renders them attractive to toddlers, with potentially adverse consequences. Liquid presentations also tend to be high in sugar, and expensive.

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Gelatin capsules tend to be more protective against oxidation than tablets and have more accurately controlled dosing. They are also easier to swallow, and do not carry the risk of getting stuck in the oesophagus. They can be marginally more expensive than tablets. Hard gelatin capsules do not have the same protective properties against oxidation that the "soft-gelatin" one piece capsules provide.

Lozenges are not much used in this country. They tend to be high in sugar, costly, and lack the protection of capsules, with the dosing inaccuracies characteristic of tablets.

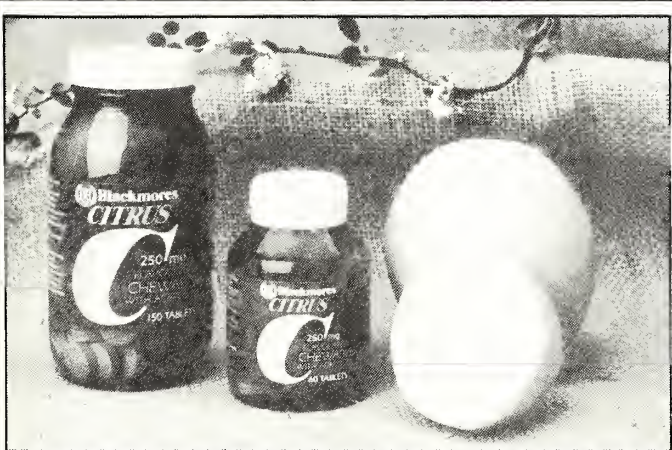
Conclusion

In the "good old days" when everyone was much more physically active than in today's labour-saving, centrally-heated environment, average calorie intake was higher (18). This one factor alone can make it difficult to put together a diet supplying all necessary nutrients without excessive calories. In general, micronutrient requirements are not related to calorie intake so, although we eat less food now, our micronutrient needs have not changed substantially. The increasing emphasis on the consumption of refined and processed foods can also add to the difficulties of ensuring an adequate vitamin/mineral intake from food alone.

The community pharmacist and pharmacy assistants have had, and increasingly will have a role in helping consumers to make sensible and informed use of multivitamins/multimineral supplements. This role must as always be based on sound information.

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CONSUMER
DIVISION

Merchandising health foods

Health foods should be merchandised in one place. Customers will not hunt around the shop looking in various fitments for what they want.

The illustration is a suggested merchandising planogram, using a one metre shelf fitment. It serves two functions. Firstly, it provides a sensible layout for a small health food section in a pharmacy. To the "dabblers" or those not stocking health foods, this is a way to start.

The lines and the brands selected do not constitute the definitive small range. There isn't one. Local competition from supermarkets, from health food shops, type of location, local preferences and a whole lot of other influences, will eventually dictate what you stock and how you display it.

Products

Included are prepared foods, drinks, cereals, snacks and ingredients for cooking. They represent the main demand and impulse lines for health food customers.

Marketing consultant John Kerry, MInstM, advises on how to make the most of the growing health food market.

Largely omitted are diabetic foods, drinks and other specialties, together with the more "medical" type products such as vitamins, supplements, herbal remedies, natural extracts, homoeopathic treatments, tissue salts, cosmetics etc.

Shelf/fitment layout

1. *Bran, flour, mueslis and wheatgerm* Although an important food section, these are kept to the bottom fitment for three reasons — pharmacy sales will be limited as these products are commonly sold in all food shops; they are bulky and generally packed in bags or "pillows"; a large wire basket is the best fitment and baskets generally fit better at the bottom of the unit.

2. *Fruit juice, drinks, crunch cereals* Similar

comments to above, but these are likely to be steady sellers. Major on lesser known brands of juice, particularly apple juice. Genuine squashes are hard to find in food shops (15-18in deep flat shelf).

3. *Pulses, rices, pasta and vegetarian* Basically these are wholefood or wholewheat, dry ingredients always in demand by the health food cook. Try a short range of vegetarian dishes on this shelf too. (12in shelf with glass binning.)

4-5. *Cereal bars, soft bars, whole food confectionery, wholewheat crisps, biscuits, dried fruit and nuts* These two shelves will empty so quickly, your staff will be tired of filling them. They are largely impulse lines and you will soon get customers regularly visiting your shop just to buy them. (2 x 12in shelves with glass binning. It is better to have one sloping to display flat bar products.)

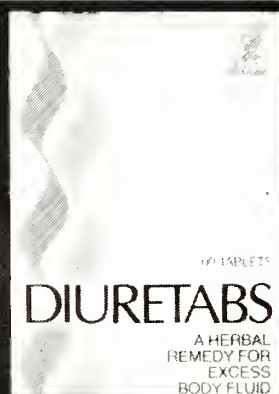
6. *Specialist spread, health food preserves, honeys and herbal teas* A real must for health food customers, who look for the well known brands (9cm shelf).

7. *A miscellaneous shelf for extras such as*

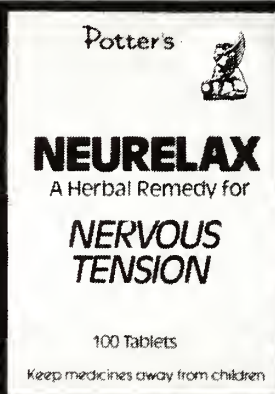
CATARRH & BRONCHITIS



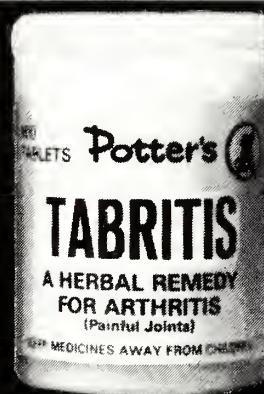
URINARY COMPLAINTS



NERVOUS TENSION



ARTHRITIS

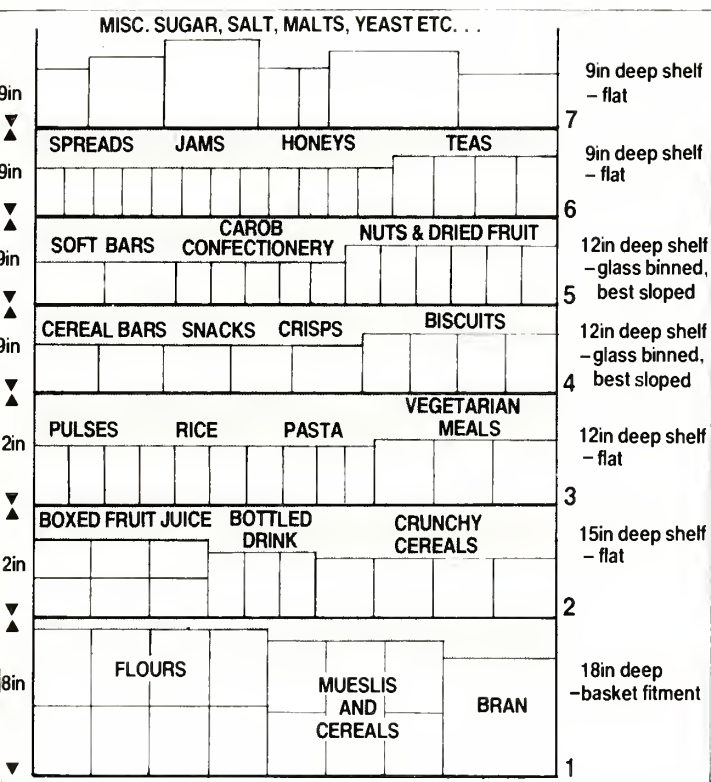


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yeast, low salt, rock salt, sugars, malt, cyder vinegar, marmite and the like (9in shelf).

POS and pricing

No other section in your shop will have such a variety of pack types, shapes, sizes and colours. Some lines are bright, bold and professionally designed, others plain or even dull by comparison, often with only a typed label. Use of professional-looking barkers and prices is important. It is not normally necessary to price cut since these products are seldom price sensitive. Use manufacturers' POS where provided, and certainly use the wholesalers' material. If your wholesaler doesn't stock many of the products listed and doesn't supply POS you should look for one that does.

Display

Clever use of hessian on the back panel, rustic browns and greens on the fitment and pine shelves adds to the overall appeal. Put a permanent sign in the window advertising "We stock health foods" and periodically dress the window with a health food theme using grain sacks, fruit, ears of wheat and barley, etc.

Position

Two good positions are either near the window, so that the section may be viewed from the street, or next to vitamins and supplements fixtures.

Buying

Everything listed previously can be obtained from a recognised health food wholesaler and much of it from your usual wholesaler. The cost of the products listed at trade prices would be about £190. As profit margins vary between 25-40 per cent on cost, you may expect to make between £50-£70 on this order. Demand, once established, will vary from product to product. After a short space of time, you will know for which products you need back-up stock.

Always be prepared to listen to specific demands of customers and keep a watchful eye on the Press for new introductions.

A suggested shelf layout and starter list of products for a 1m shelf fitment.

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FROM THE ENGLISH GRAINS PORTFOLIO.

Beauty from Within is a range of multivitamin tablets formulated to benefit the eyes, the hair and the skin.



The packaging and point of sale material gives **Beauty from Within** a unique image. National advertising includes colour pages in *Cosmopolitan*, *Woman's Journal*, *Options*, *Company*, *Look Now*, *Woman's World*, and *Here's Health*.

This advertising will ensure that **Beauty from Within** has maximum exposure to

the most advantageous readership and so create extremely high demand.

For further details call (0283) 221616, or write to: **Beauty from Within**, English Grains Limited, Park Road, Overseal, Burton-on-Trent, Staffs. DE12 6JT.

One in four buy vitamins

One in four pharmacy customers buy vitamins, which have become the third largest OTC market after analgesics and cough/cold remedies.

An upsurge of consumer interest in nutrition has led to a significant increase in sales of vitamins and minerals over the past year, say manufacturers. Many people are re-examining their dietary habits and are turning to supplements as an easy way to put right any deficiencies. There is also a trend towards taking vitamins for specific problems such as premenstrual tension.

Booker Health Products, who this month published a study of the health foods market in pharmacies, say that by the end of 1985 the total supplements market in the UK was worth £77m at rsp, an increase of 12 per cent over the previous year. According to Fisons, vitamins accounted for £61m.

While Booker paint a healthy picture for pharmacy as a whole, Roche say that when Boots are excluded, pharmacy has only a quarter of the vitamin market and is losing sales to health food stores which claim about one-fifth.

Booker warn that supplements are now emerging in grocers, where growth appears to be rapid, albeit from a small base. But they believe pharmacies need not fear erosion of their supplements franchise, because the grocer can never compete on range or service.

Says Booker's marketing manager, Mr A.J. Cook: "The consumer who wants to know more about supplementation will ask the local pharmacist for advice. The grocer can only offer a basic range of the most common low potency supplements, which do not need explaining. This is where the

"As awareness increases of how hectic lifestyles can have a detrimental effect on diet, supplements are being bought for the whole family..."



Take the leading vitamin B6.

**BENADON
VITAMIN B6**

Benadon is clear brand leader with a healthy 40% market share. Available in 20mg and 50mg strengths.



**CONSUMER
DIVISION**

Evening Primrose Oil Company increase their range with a 500 m.g. hard gelatine capsule in blister packs. Limited consumer trial offer pack available.

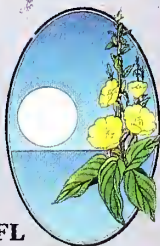


New technology has enabled us to produce our pure Evening Primrose Oil in a much more convenient way.

Our new capsules are much easier to swallow, contain no preservatives and less gelatine. Packed in a blister strip for easy handling, they are more economical as a result of savings in production and packaging costs.

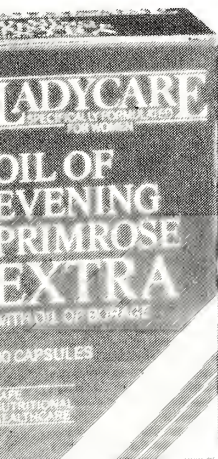
The new 500m.g. capsules are available in packs of 72, but look out for our trial pack of 36. This is a convenient way of trying out the new capsules.

Evening Primrose Oil Company Ltd., Unit 1,
Jubilee Drive, Loughborough, Leicestershire LE11 0FL
Loughborough (0509) 233122



AVAILABLE FROM ALL
HEALTH FOOD
WHOLESALE

VITAMINS



Latest addition
to the Ladycare
range

Calcium and
health" is the first
booklet in a series of
nutrition "fact files"
being compiled by
the National Dairy
Council. Written for
nutritionists and
health professionals,
the booklet explains
the role of calcium,
particularly in
preventing
osteoporosis, and
suggests
recommended daily
amounts for
different groups of
people. It is
available free from
the National Dairy
Council, 5 John
Princes Street,
London W1M 0AP.

chemist who takes the trouble to increase his own knowledge of supplements can score in improved sales."

Booker say the supplements market has been characterised by a growth in single vitamin sales, which accounted for 27 per cent of the market by the end of 1985, and which are expected to take an increasing share.

Sales of vitamin B6 increased by 40 per cent last year, making it one of the fastest growing single vitamins, and vitamin A showed an above average increase, growing by 44 per cent. Vitamin E also grew at a higher rate than the overall market, showing an 18 per cent increase over the previous year — 5 per cent above the total market growth. Oil of evening primrose also showed steady growth.

The company adds that research has shown a shift in purchasing patterns in the past couple of years. Women have always been the main buyers of supplements, usually for their own use, to combat specific complaints such as PMT. However, as awareness increases of how hectic lifestyles can have a detrimental effect on diet, supplements are being bought for the whole family, as a safeguard against deficiency.

English Grains believe the interest in vitamins and minerals has only just begun and will undoubtedly increase in future, with consumers becoming more knowledgeable and eager for information. Says Sue Gadsby, product manager, "This will lead to more segmentation within the vitamin supplement market, and will continue the trend towards more products for specific problems or areas. Manufacturers and retailers alike will have to take a more professional approach to supplements in the future if we are to realise their full potential."

Booker Health think most pharmacists have yet to realise the full potential for the health foods market in general, and supplements in particular, both in terms of the importance in helping to develop their role in the community, and commercially.

Because the pharmacist can play a unique role in advising the consumer about product benefits, this sets the market apart from other traditional areas such as toiletries, sanpro and baby products which have been eroded.

Says Mr Cook: "We know from experience that chemists who make the most of the opportunity to advise their increasingly health conscious customers about nutrition, will maximise the potential of health foods and supplements. We have also found that merchandising supplements alongside other health foods helps by putting them in context, as an accepted part of a balanced diet."

The ten most commonly used supplements in the Healthcrafts' range are chewable multivitamin, cod liver oil, B

Take the hint?



Brand leaders like Redoxon and Benadon show just why Roche Vitamins are such important profit earners.

We're also the leaders in vitamin research, with over 100 years of experience. Our new Roche consumer sales force can put that experience to your advantage. And give your own vitamin sales a boost.

Contact: Roche Consumer Division, Roche Products Ltd, PO Box 8,
Welwyn Garden City, Hertfordshire AL7 3AY. Telephone: 0707 328128.
Redoxon and Benadon are trademarks. J 720216/686.

VITAMINS AND HEALTH FOODS

complex, vitamin B6, brewers yeast, chewable vitamin C 300mg, vitamin E 100iu, lecithin, kelp and iron plus.

Says Mr Cook: "Chemists should not ignore the fashion element in supplements. Media attention to a particular product is guaranteed to have an effect on sales, as we have witnessed in the last few months. Television coverage and the publication of a book on the properties of royal jelly have led to an increase of 500 per cent on sales in the last few months. Chemists would do well to keep antennae tuned in to the latest developments in supplements reported by the media."

Calcium has also been in the headlines during 1986, as more evidence comes to light of its role in the prevention and treatment of osteoporosis, high blood pressure and high cholesterol. The second Booker Health report consisted of a review of current research on calcium, which highlighted the need to look carefully at calcium intake as it may be difficult to achieve the basic recommended daily amount of 500mg. Those who are reducing their cheese and full fat milk intake to cut down on saturated fats may be decreasing

their calcium intakes at the same time.

Roche's Mr Thompson advises pharmacists to concentrate on selling vitamins rather than unproven nutritional supplements that might place their credibility at risk. He believes pharmacists can significantly increase their share of the vitamins market by giving the vitamin section more emphasis, by increasing the size of the section with more facings of the most popular lines in each category, that is, multivitamins, vitamin C, vitamin B group, vitamin E and vitamin A and D. These categories make up most of the vitamin/nutrition product sales.

The vitamin section should be placed on a gondola or wall away from the dispensary, he believes, allowing the consumer to browse freely and compare products. Pharmacists should also increase the nutritional knowledge of sales staff so they can give relevant information to the potential customer.

**The Booker Chemist Market Study is available from Colin Libretto, Booker Health Products, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

The Press advertising campaign for Healthcrafts will be repeated from October to the year end in selected women's magazines and colour supplements. The £300,000 Autumn spend completes the £750,000 campaign for 1986, which recently won the gold medal at the International Advertising Festival in New York.

Latest additions from the company are an economy size pack of Healthcrafts royal jelly capsules 100mg (90, £7.99) and a high strength oil of evening primrose (C&D, August 9). Ladycare oil of evening primrose extra (30, £5.25) includes oil of borage for a high GLA content (72mg). *Booker Health Products, Healthways House, 45 Station Approach, West Byfleet, Surrey.*

Evening primrose oil may help to control nerve damage caused by diabetes, according to researchers in Glasgow.

In a trial organised by the Institute of Neurological Sciences and reported in *The Lancet* last May, 12 patients with diabetic neuropathy took eight Efamol 500mg capsules daily (providing 360mg gamma linolenic acid) and 10 took a placebo for six months. Various nerve function tests improved in the patients on evening primrose oil and worsened with placebo.

Diabetics are less able to convert dietary linoleic acid to gamma linolenic acid and other metabolites which may be important in nerve membrane function. The researchers suggest that GLA warrants further exploration in treating diabetic neuropathy.

NEW FORMULATION FROM LAB

HALYCITROL

A & D VITAMIN SUPPLEMENT



Orange flavoured syrup they will really enjoy



Halycitrol is the pleasant way to provide the family, old and young alike, with its daily dose of vitamins A and D. Children, particularly, will love the natural orange taste and Mum will have none of the problems she encounters when persuading them to take fish oil preparations.

HALYCITROL is available in bottles of 114 ml

For a healthy profit order Halycitrol from your local wholesaler or direct from:

Laboratory for Applied Biology Limited
91 Amhurst Park,
London N16 5DR



A bright future?

The total market for health foods and remedies is subject to all kinds of market estimates, many of them just wild guesses, says Mr J.E. Peet, chairman and managing director, Health & Diet Food Co Ltd.

"No one can really produce authoritative figures since the real problem lies with the definition of health foods," he comments. "The most authoritative figure of current sales in this area is between £400-£500m, with the forecast that this will increase to £700m by 1990. Growth will continue to come from more specialised health food shops and more 'healthy foods' being stocked by supermarkets, but the big shift by retail pharmacists into the 'natural' area is only just beginning and will probably account for a substantial increase over the next five years. Perhaps the clearest example is Boots who have some 150 'healthy' food centres."

He says that the core market for the dedicated health food convert is, without doubt, the specialist health food store which sells products right across the range, from vitamins and natural

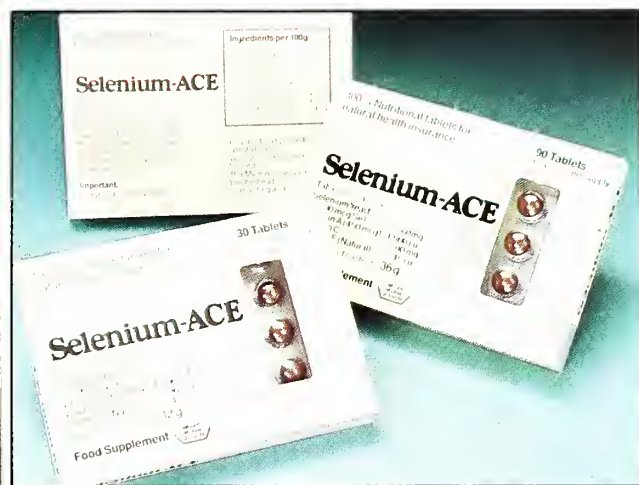
remedies, animal-free cosmetics, through to bulk cereals, sugar-free jams, pulses and grains. Supermarkets will continue to major on the higher volume food lines, for example muesli and bran products, and will increase their selection of low-sugar, low-fat, low-salt alternatives to traditional lines.

It is difficult to understand, he continues, why sales of vitamins from health stores have continued to grow at a faster rate than the traditional vitamins stocked by pharmacies, but perhaps it is related to the public attitude to natural vitamins and an underlying suspicion of drugs.

The future for specialised health foods and alternative medicines continues to look bright for the pharmacist who is prepared to offer the customer choice and who has sufficient product knowledge, Mr Peet believes. It is certainly not a quick route to high profit, more a longterm gradual re-alignment of long-established practices that the consumer sees as a safe first step before consulting the doctor or taking more sophisticated medicines.

5 STEPS TO PROFITABLE SALES.

FROM WASSEN INTERNATIONAL



1 The most successful ever Selenium product. Thousands of letters proclaim the relief rheumatic sufferers have gained from Selenium-ACE. Selenium yeast plus vitamins A, C and E. 100% nutritional tablets for natural health insurance. Month's supply £2.67. 3 months' supply £5.87. Year's supply only £19.67.



2 Over 8 million women in the UK may experience a PMT problem. The new Wassen product, Magnesium-OK, offers an inexpensive, easy-to-take combination of 7 key minerals and 6 vitamins. A major breakthrough which naturally encourages women's natural resources. Month's supply £2.67. 3 months' supply £5.87. Year's supply only £19.67.



3 Slimmers, the elderly, the ill, probably all need to take additional iron.

The new easy answer to this difficult problem is easily absorbable, with no side-effects, confirmed by hospital trials. High Iron Yeast tablets are made of organic iron bound in yeast.

Month's supply £2.25.
3 months' supply £4.65.



4 Since launch 600 million tablets already sold. An enriched bee-collected pollen containing 16 vitamins, 16 minerals plus enzymes, co-enzymes and amino acids. Pollen-B is THE market leader.

Month's supply £1.76.
3 months' supply £3.65.



5 Your customers probably do not get enough Trace Elements from normal multivitamin compounds. The Trace Element Cocktail is the latest supplement to maintain good health. 8 essential trace elements in a one-a-day supplement.

Month's supply £2.67.
3 months' supply £5.87

Advertised nationally; extensive editorial and other promotional support.

Display boldly for fast turnover and increased profits.

THE COMPATIBLE FIVE FROM WASSEN



Wassen International Ltd, 14 The Mole Business Park, Leatherhead, Surrey. KT22 7BA (Tel: 0372 379828)

Sole Distributors to the Chemist Trade: De Witt International Ltd, Seymour Road, London E10 7LX (Tel: 01-539 3334. Telex 897816)

Vitamins, with a built-in time clock.

Blackmores produce many wise and wonderful natural health products.

Naturetime, their 'sustained release' vitamin and mineral range, is one of the most exciting.

Conventionally, nutrient tablets are sometimes absorbed too quickly. Naturetime takes its time. 25% of the potency of each tablet is released within an hour or so; the balance is gradually staggered over the next 8 hours, giving maximum benefit.

Free of sugar, yeast, milk derivatives, artificial colourings and preservatives, everyone – including diabetics – can take advantage of this natural health range.

Naturetime, vitamins that keep pace with your lifestyle.



No animal has suffered in the creation of our quality products

Blackmores
Natural Health
Products

Over 50 years of dedication
to Naturopathic Health Care

Please send me further information on
Blackmores Naturetime and other natural health
and beauty products

Name _____

Address _____

Blackmores Laboratories Ltd.
Unit 7 Poyle Tech Centre, Willow Rd., Poyle,
Colnbrook Bucks

CD

VITAMINS AND HEALTH FOODS

Premence for women

Vitabiotics Ltd are launching Premence-28, a supplement containing nutrients believed to be useful for the days preceding and during menstruation (30 capsules, £2.95). Each capsule contains vitamin B6 45mg, thiamin 12mg, niacin 36mg, vitamin E 30mg, vitamin C 60mg, vitamin A 900mcg, magnesium 60mg, iodine 100mcg, zinc 10mg, iron 15mg, vitamin B12 5mcg, folic acid 300mcg. The dose is one daily throughout the cycle. During September the company will be offering a bonus of one free box for every six of Premence-28, Omega-H3, Ladytone and Multiron. *Vitabiotics Ltd, Vitabiotics House, 122 Mount Pleasant, Wembley, Middlesex HA9 1UG.*

More on inner beauty

English Grains are pleased with the success of the Beauty from Within range since its launch at Helfex in April.

In the second half of the year the company is spending £103,000 on full colour page advertisements in *Cosmopolitan*, *Options*, *Look Now*, *Woman's Journal*, *Woman's World*, *Living* and *Here's Health* magazines. POS includes showcards, shelf talkers, merchandisers and consumer leaflets. *English Grains Ltd, Swains Park Road, Overseal, Burton-on-Trent, Staffs DE12 6JT.*

Health and Diet's latest

Health & Diet Food Co have appointed Ernest Jackson & Co of Crediton, Devon, to handle the chemist trade distribution of their new Health & Diet brand range of health foods for diabetics.

The range, which comprises two breakfast cereals, two cookie snack packs and two snack-bars is said to represent the first health food alternative for diabetics. Ernest Jackson & Co will be handling distribution of the cookies and the snacks.

FSC are introducing new trial sizes of Lifeline (15, £1.45) and About Face (20, £1.50), together with a new size of royal jelly (30, £3.99).

A £300,000 advertising campaign for 1986 keeps the Holly Mill, FSC, Luaka and Slyn brands in the public eye via women's interest and specialist health and fitness magazines.

The standard margin offered is 25 per cent rising to 33⅓ per cent on vitamins and food supplements. There is an additional 10 per cent discount available related to the amount of goods purchased. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*

175 years of herbalism

Potters (Herbal Supplies) Ltd, who celebrate 175 years of herbalism next year, are

seeking more pharmaceutical wholesalers to cope with the demand for herbal medicines and make it easier for pharmacies to establish a viable range. Advertising plans for Itona products for later this year are still being finalised. The company has just introduced goulash, soya chunks in gravy and sweet and sour to the B-tex range. *Potter (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs.*

Wassen beat budgets

The advertising budget for Wassen's supplement range — Magnesium-OK, Selenium-ACE, high iron yeast, trace element cocktail and Pollen B — is the highest in the company's history. They plan to spend £280,000 during the year 1986-7 in the specialist health Press, retirement magazines such as *Choice*, national dailies (*The Guardian* and *Daily Mail*), and the women's magazines *Woman's Own*, *Woman's Realm*, *Options*, *Cosmopolitan*, *Company*, *Family Circle*, *She*, *Keep Fit* and *Slimmer*. There will also be "below the line" promotions run in magazines.

The emphasis will be on Magnesium-OK, aiming specifically at ABC1 women aged 20-45 who buy health products primarily from pharmacies rather than health food stores. *Wassen International Ltd, 14 The Mole Business Park, Leatherhead, Surrey KT22 7BA.*

Record sales

Record sales of Seven Seas health supplements were achieved from pharmacies following television advertising in the Spring, resulting in the highest ever share for the brand (34 per cent by value through independent chemists). The campaign is currently being repeated.

The advertising is aimed specifically at women, as was the initial spend of £200,000 on the launch of Seven Seas herbal remedies in February, because women have been identified as the main buyers of supplements and natural remedies.

The current campaign for herbal remedies, running in women's magazines, has been reinforced by a series of commercials on LBC. Plans for the range during 1986/7 include a further consumer advertising campaign.

Advertising for the New Era range of biochemic remedies has been extended from the traditional specialist health food Press into the women's interest media. The remedies currently have a series of radio commercials booked on LBC, running until October and extending the initial amount spent on advertising of £250,000. *Seven Seas Health Care Ltd, Marfleet, Kingston-upon-Hull HU9 5NJ.*

More Product News on p302.

Chemist & Druggist 23 August 1986

Professional shop planning for the pharmacist

The role of the pharmacist is becoming increasingly important in today's society. The Nuffield Report recommendations, the New Contract and moves towards original pack dispensing affect not only your dispensing practice but your opportunities as a retailer too.

To help you take maximum advantage of the new situation we've published our "Guide to Shop Planning for the Retail Pharmacist".

This carefully researched document is a complete explanation of modern shop planning techniques, including case studies showing how we've helped some of your colleagues improve their business and make more profit.

If you are seriously interested in taking maximum advantage of the new opportunities, return the coupon today.



The heart of the matter

Selling more to your customers

Commercial investigation

Knowing

Pharmacy Retailing

Your opportunities

Attracting more customers

...in today's market

A Guide to Shop Planning for the Retail Pharmacist

BFN SHOWRAX

PRESCRIPTIONS

BFN SHOWRAX

To: Baxter Fell Northfleet Ltd, Tower Works,
Lower Road, Gravesend, Kent DA11 9BE

I am seriously interested in improving my business.
Please let me have a copy of 'A Guide to Shop Planning for the
Retail Pharmacist'.

Name: _____

Name of Shop: _____

Address of Shop: _____

Tel: _____

PB

BFN
SHOWRAX

Fisons

In 1986, Fisons pharmaceutical division say their Sanatogen range increased its already dominant brand leadership and is expected to make gains during the remainder of the year, supported by a £1.7m television campaign and other promotions.

They say the Sanatogen relaunch last Autumn boosted the vitamin market and helped the brand's share grow substantially. Sanatogen now accounts for over 46 per cent of total vitamin turnover in independent chemists and multivitamins alone outsell competition by 5 to 1 in a market sector accounts for over 65 per cent of total sales.

This Autumn's programme will include their largest ever television advertising campaign, using the current commercial, which will start nationwide in October and run throughout the winter. *Fisons plc pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0BB.*

Unichem

For some time Unichem have been offering a range of wholefood products and dietary supplements to member pharmacists and over 250 products are now available, ranging from vitamins to herbal teas, mueslis, brans, diabetic products and vegetarian meals. *Unichem Ltd, Unichem Jouse, Cox Lane, Chessington, Surrey.*

Family size Bio-strath

A family pack of Bio-strath has been introduced which gives users a 20 per cent cost saving (750ml, £14.35). Vessen are celebrating the product's 25th birthday this year by a major advertising and promotional campaign in the national Press and health food magazines.

The first advertising for six years for Minalka breaks in September and runs for six months in health food magazines and national newspapers, in particular the *Daily Mail* and *Sunday Express*. Production problems which led to Minalka being out of stock last year have been overcome so there should be no difficulty with supplies. *Vessen Ltd, 320 London Road, Hazel Grove, Stockport, Ches SK7 4RF.*

Feverfew trial

Herbal Laboratories are inviting *Here's Health* readers to take part in research into feverfew. They are offering 2,000 arthritis or migraine sufferers, who have never tried feverfew before, a free three months supply of 125mg tablets. Participants will be asked to complete a questionnaire after the course of treatment.

Nottingham Medical Hospital are currently carrying out their own clinical trials on feverfew in 2,000 patients to

determine its efficacy in the treatment of arthritis, migraine and psoriasis. *Herbal Laboratories, Copse Road, Fleetwood, Lancs FY7 7PF.*

Vitamins by tube

In October Vitalia are starting an advertising campaign for their multivitamins and minerals, using London Underground trains, buses and bus shelters. The campaign, costing £207,000, runs for 12 months and includes 4,000 tube cards and 250 bus panels.

The range is being repackaged using cartons to enhance the "pharmaceutical" image, and new POS is planned. *Vitalia Ltd, The Green, Potten End, Berkhamsted, Herts HP4 2HQ.*

Healthtime package

Vestric's Healthtime concept is a merchandising package, designed to help pharmacists maximise sales of health products. The Healthtime kit provides point-of-sale material, sent every month to Vantage members, and information on health foods to educate and update the pharmacy staff.

Pharmacists are thus offered not only carefully selected established brands and POS material, but advice and information on how to tackle the market successfully, says the company. *Vestric Ltd, West Lane, Runcorn, Ches WA7 2PE.*

Peanuts American style

Whole Earth have introduced American style peanut butter, said to be equally "at home" in sweet or savoury combinations. It has no added sugar and no emulsifiers. Concentrated apple juice has been added for light sweetness and palm oil has been used instead of diglycerides to prevent oil separation. The product is available in fine and crunchy textures (312g, £0.87). *Whole Earth Foods Ltd, Cumberland Avenue, London NW10 7RG.*

Primrose torpedoes

A new "easier to swallow" evening primrose oil capsule has been launched by Evening Primrose Oil Co. The torpedo-shaped capsule contains 500mg of evening primrose oil and is aimed at people who regularly take the oil in large doses.

The company claims that, although it contains twice as much oil as the round 250mg capsule, the new capsule is much more easily swallowed due to its shape. The capsule is blister packed and comes in 72 x 500mg packs and retails at £6.99. A half-size trial pack will be available for a limited period, says *Evening Primrose Oil Co Ltd, Unit 1, Jubilee Drive, Loughborough, Leicestershire LE11 0FL.*

Roche re-organise

Roche have recently re-organised to give greater emphasis to the development of their vitamins business in the UK.

There is now a separate consumer division responsible for the marketing of all Roche vitamin products. It is headed by Tony Thompson, who has recently moved to the UK from Australia. The new national field force is led by Peter Hodgkiss, recently joined from Milupa where he was regional sales manager.

Mr Thompson believes the consumer brand franchise for Redoxon and Benadon will improve significantly now the company is able to service and support pharmacy with its sales team. "We will be marketing our products aggressively to help bring more customers into pharmacy," he says.

Earlier this year the company returned to television support for Redoxon, resulting in a marked increase in sales. There are plans to repeat the television campaign, probably late Autumn. *Roche Products Ltd, PO Box 8, Broadwater Road, Welwyn Garden City, Herts.*

W. Jordan

W. Jordan (Cereals) Ltd have appointed Chemist Brokers to represent their range through pharmacies.

The company predicts the cereal bars market will be worth an estimated £36 million this year. *W. Jordan (Cereals) Ltd, Holme Mills, Biggleswade, Beds SG18 9JX. Distributors Chemist Brokers, 3 Copsem Lane, Esher, Surrey KT10 9EP.*

Free cinema tickets

In September, Crookes are running a trade promotion to help pharmacists make the most of their free-time. With any two cases of vitamins, the company is offering one free cinema ticket, with three cases, two free cinema tickets, and with four or more cases, four free cinema tickets. There is also a 7½ per cent discount off the trade price in September.

For information on the role of vitamins, Crookes Book of Vitamins is available from *Crookes Vitamin Bureau, PO Box 415, Chipperfield, Kings Langley, Herts.*

Purely plants

Recent introductions from Pure Plant Products are peach facial scrub, an anti-perspirant for men, and peach and rosemary hair conditioners. The company will continue to support its products in health magazines in the coming months, with emphasis on peaches and cream face cream and Spotaway. *Pure Plant Products, Grosvenor Road, Hoylake, Wirral, Merseyside L47 3BS.*

Chemist & Druggist 23 August 1986



Step by step to better sales

If you think you're a good manager, cast your eye over this guide and see how you measure up to each step . . .

out in practice. This could be due to shortcomings in the theory or failure to apply it correctly. It can be difficult to discard old habits and easy to discount new ideas put forward by someone junior in years. Here is a powerful argument for senior pharmacists updating their management techniques, alongside their refresher courses in clinical pharmacy.

Company policy.

Any pharmacy, however large or small, should provide a written statement for staff guidance. There should be no doubt over how shoplifting is to be dealt with, the treatment of complaints, how incorrectly drawn-up scripts are to be handled, and so forth.

Responsibility.

Each staff member must be responsible to one superior; he or she cannot serve two masters. And responsibility must be matched by authority. Whoever is responsible for the cleanliness of front-shop and dispensary should have power to give orders to the cleaning staff.

Written job descriptions.

The data required in the contract of employment is a minimum. Morale is improved and profit increased if organisation charts are prominently displayed, so that all members know precisely where they fit into the scheme, and what their contribution should be.

Simplify paperwork.

The computer makes it easier and easier to compile information. The first decision to be made is whether data is to be collected from love of information or to serve a clearly defined purpose in increasing efficiency.

Assuming a pharmacy is run in line with management principles, data collection should be dovetailed with these principles. It is not uncommon for pharmacy proprietors to place their annual accounts on one side for attention "when there is time", and for these mines of useful information to gather dust until they are only of historic interest.

Although the past can be a guide to the future, we should not assume that the future will mirror the past. Automatic re-ordering of stock might save a good deal of time and trouble, but there is still no substitute for a

weather eye on the market.

Measurement of results.

Staff performance has meaning only by comparison. This is one reason why services such as the NPA business comparison scheme are so valuable to those taking part.

Some aspects of staff performance can be measured in money or numerical terms — sales figures, or number of items dispensed. But other equally important measures are intangible. It is difficult to decide that X is five or ten per cent pleasanter with customers than Y. But we could record the number of favourable or unfavourable comments from customers, and the wise rule on comparisons is that they should be based on fact, rather than impressions and judgement. However, figures must be interpreted with care and understanding.

Management by objectives.

Definite targets should be set for the pharmacy, and for each individual there. These targets, and how results are measured, must be discussed and agreed with those who are to attempt them. No target should be set without the most stringent and comprehensive market research, study of the competition, market trends. And they must be realistic. Simply to state that a pharmacy is to look for a ten per cent increase in turnover next year, without an agreed plan to achieve this in the expected circumstances, is a lamentable disincentive to staff.

Check premises at least daily.

This mundane principle, far distant from the outpourings of ivory tower management theorists, can produce much profit by preventing accidents. One mishap can eat up the profit on hundreds, perhaps thousands, of pounds of turnover. And these are only the cash costs. There could be heavy costs in human discomfort and pain, in time and trouble. Study of insurance claims settled will show the main causes of accidents.

"Cheap" labour is the most expensive.

Market principles are directly relevant to salary and wage considerations. Only if staff are ignorant of the market for their services, or motivated by non-monetary influences, will low pay be accepted. Quite apart from any ethical viewpoint, the extra costs in supervision and training of employing low grade staff normally make this an expensive attempt at economy. In front-shop and dispensary one cannot afford the risks of engaging anyone whose competence and character are doubtful.

Responsibility.

The function of management is to manage. If a subordinate errs, the superior is still responsible, if only because there has been some failure in training or supervision. Human beings are fallible, but the buck must stop with the boss.

Checking is itself an important area to check. If A checks B and B checks A, each might be kinder to the other than to the best interests of the business. The sound principle is that A checks B, B checks C, and so on, although clearly this cannot be put into practice in the small pharmacy.

Work records.

To avoid grievances written records of performance should be maintained. Even the observant employer can otherwise come to wrong conclusions about who is and who is not putting his or her back into the job.

While records are important from a purely internal aspect, they can be crucial where staff have to be disciplined or dismissed. Tribunals are not impressed by evidence unsupported by proper documentation.

Promotion.

The easy way is to promote by seniority, a procedure normally causing least friction and jealousy among permanent staff. When seniority coincides with efficiency, there should be no problem. Otherwise a pharmacy could find that the permanent staff is made up, broadly, of those left after the brightest and most ambitious have gone.

The true reason for promotion should be efficiency in the widest sense. This should include technical ability, effectiveness in promoting company aims, and in co-operating with the employer and other colleagues. When experience is under review it should not be overlooked that twenty years' experience could sometimes mean that a person has had one year's experience twenty times. The employer and the training facilities should be assessed, along with the staff member, when promotion is on the agenda.

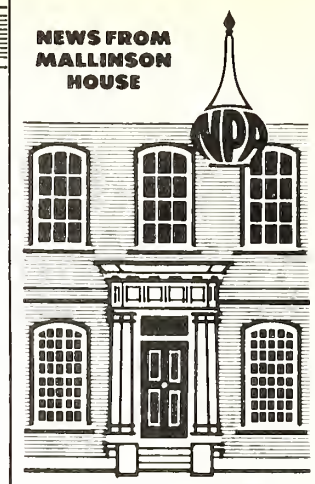
Management by exception.

Ideally, the manager or owner of a pharmacy should have to deal only with exceptional, non-routine, matters. So it is essential for everyone to be clear as to what is routine, and what is to be referred to higher authority.

The growing trend towards more consultation by the pharmacist, the exhortations to get out of the dispensary and meet the public, the implication of Nuffield, all encourage delegation of whatever can safely be handed over to non-pharmacist staff. The tendency might be partly countered, by those opposing the trend, in pharmacies with two pharmacists. One might spend time almost exclusively in the dispensary, and minimise delegation. But even two pharmacists would not reduce it unless the business closed for lunch. Those against the "dilution" of pharmacy with non-pharmacist staff should closely assess their own roles as pharmacist, and as efficient business operator.

Principle and analysis.

Theoretical principles do not always work



Back to school...

In 1984 the NPA launched a two-year correspondence course for the training of dispensing technicians. It includes a week-long Summer school giving students the opportunity for more in-depth study and practical work. In July, briefed to act as a "pharmaceutical fly-on-the-wall", C&D's NPA reporter Liz Hunt went North for the second Summer school.

Why do pharmacists need formally trained dispensing technicians? Why shouldn't they "train-up" counter assistants — don't they perform adequately enough in most cases after watching and working alongside the boss? Does a certificate make any difference to counting tablets or pouring mixtures?

The National Pharmaceutical Association believes it does. The training of dispensers is felt to be crucial if the role envisaged for the pharmacist as an adviser on medicines and minor ailments is to be fulfilled. Pharmacists need trained dispensers in whom they have confidence; someone who knows why something is done in a particular way; what symptoms a medicine is being used to treat, and when something may be wrong with a prescription. The pharmacist has more time to spend in the shop, accessible to patients.

The complete NPA course is designed to present pharmacists with a qualified dispenser who can work on their own initiative, but who knows when it is necessary to further question a patient or alert the pharmacist. Their work should only need a thorough final check, not constant and time-consuming supervision.

The correspondence course comprises a series of study units on the relevant subjects such as extemporaneous dispensing, pharmacy law and ethics, physiology and pharmacology and sterilisation, to be worked through in an allotted period. When the student has completed the unit, he or she must complete a test-paper under exam conditions, supervised by the pharmacist.

It is marked and submitted to the NPA's training department for further assessment, and the student progresses on to the next unit. This forms the basis of the two year course with attendance at the residential Summer school, between first and second year, a compulsory requirement. Tuition and accommodation fees are met by the

employing pharmacist in most cases, although a small number of students have financed themselves when their employers have been unwilling or unable to pay.

NPA training officer Mrs Ailsa Benson felt the school was a vital addition to the course if students were to gain maximum benefit. It provides an opportunity to participate in practical sessions, and use equipment generally not available in their dispensaries.

Forty-eight students, predominantly female (three exceptions) and encompassing a wide-range of ages attended the July Summer school at Sunderland Polytechnic. "I'm terrified", "apprehensive" and "I've no idea what to expect" were some of the comments heard at the introductory session. The majority of students obviously expected a nerve-racking and pressurised week. For some of the older students it was a return to the formal studying that they had last encountered some 30 years ago — no wonder they found the prospect daunting. But by the end of the week the consensus was that the course had been enjoyable and informative. One student was particularly keen to get back to work so she could tell her boss where he'd been slipping up in his dispensing practices recently. So spare a thought for one poor pharmacist somewhere in the West Midlands rueing the day (temporarily, of course) he ever heard of the NPA.

The five-day course is run by Dr Ian Boyd, head of pharmaceuticals at Sunderland, with five full-time academic staff members from the department of pharmaceuticals and pharmacology. They are aided by five part-time pharmacists with day to day experience of working with community pharmacists. Each day begins with a lecture from 9-10am. Then it is straight over to the labs (coffee breaks were sorely missed) for practical sessions in extemporaneous dispensing, ethical dispensing, tabletting, microbiology, physiology and pharmacology until 12.30 pm. After lunch (too much salad was a

"Plating-out" in the microbiology practical



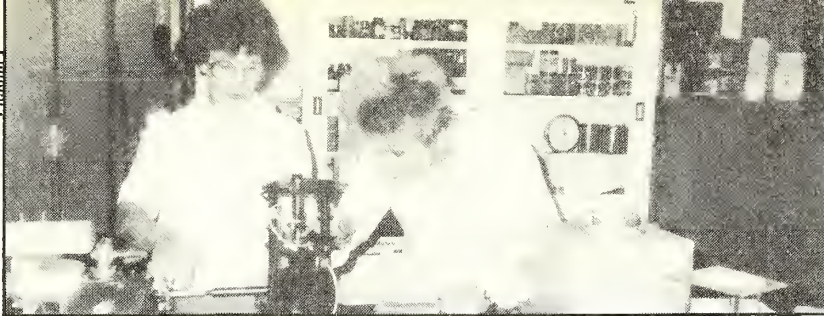
common complaint) another lecture from 2-3 pm, followed by a second practical session was, usually a continuation of the morning's activities. There were three evening lectures running from 7-9 pm on stoma therapy, surgical hosiery, and first aid and treatment of poisoning.

"Being rather anxious about the course before I came, I was pleasantly surprised at the amount of information and experience I have gained, especially with the practical sessions and lectures on stoma care and hosiery"

A few students ventured into the Union bar for a night-cap after each exhausting day, but most were only interested in bed. Even the Sunderland Beer Festival, on the night before departure, failed to raise much enthusiasm, and the "last-night" party — eagerly awaited by Dr John Brown, senior lecturer in pharmaceuticals, and dreaded by Mrs Benson — failed to materialise. The students were a "particularly hard-working bunch," says Mrs Benson.

And hardworking they had to be. Dispensers are used to being on their feet from nine to five, but the sustained concentration the Summer school required, and the application of ideas and techniques previously only read about, was all new. Even so the expected criticism of "too much information in too short a period" was seldom heard. On the whole students felt that the lectures, which aimed to clarify elements of the study units, achieved just that. As Margaret Mackay from Dunbartonshire said, it "gelled" the parts of the course she had covered in the first year.

The most popular parts of the week were the two practicals most relevant to the students' everyday work — ethical and extemporaneous dispensing. Dr Brown told students to "get stuck in, use a pestle and mortar, use a suppository mould". The preparations included emulsions, powders, and suppositories, and gave students experience not normally encountered in general practice. A mini-dispensing kit was



The tabletting practicals opened up a new area for the students

provided for each student at the end of the week, for further work back at their pharmacies. Familiarity with the dispensing environment was evident in the quick and methodical way the students worked, and perhaps reflected what they had already learnt from their study units. They exhibited an obsession with cleaning equipment and work areas that is definitely lacking in first year pharmacy under-graduates, even after a year's dispensing.

Jayne Bastafield from Cradley Heath described this practical as "real dispensing", an opinion echoed by several others. But this had more to do with the fun aspects of it than educational needs! Sian Rawlings from Port Talbot felt that the assessment of the completed products should have been taken more seriously. "It was not as pressurised as I thought," she said. "You attempt these products, you do them as best you can, but you know in the end it doesn't really matter." But the needs of students differ, and Mrs Benson and Dr Boyd feel that the introduction of more formal assessment or tests would be an added pressure for some that would detract from other benefits of the course. Obviously the more competitive student feels differently.

"Very enjoyable. I feel as though I have learned a lot. The practicals could perhaps have occupied more of our time here, rather than the lectures — as they were very helpful"

Ethical dispensing sessions provided a thorough revision of the legal and professional requirements of dispensing a prescription, and of demonstrating where information can be obtained when necessary. Each student was given 27 "dummy" scripts which include private and NHS scripts for POMs, Ps, veterinary medicines and CDs. An emergency request situation also had to be dealt with. The scripts were not straightforward; many were not legally complete and required contact with the prescriber or patient. Any such problems had to be identified before dispensing, and dealt with as in "real-life" with members of staff acting as the patient, pharmacist, or doctor where appropriate. Some students complained they would never have the time or be required to do all this in their pharmacy, but others appreciated going into such detail with the BNF, MIMS and the Drug Tariff. "It really taught me something. I won't hesitate about where to look in future," said one.

Microbiology, physiology and

pharmacology and tabletting received a mixed reception from the students. At first sight they do not appear relevant to a dispenser's daily work. But they are the requirements in the correspondence course, and they are also necessary if the student goes on to sit the Society of Apothecaries exam, as some do, after two years. Mrs Benson says the NPA cannot afford to be short-sighted and only look at what is relevant to retail practice. "Students need to think of tablets as something to be swallowed, disintegrate in the stomach and to be absorbed before they can act." Hence the lectures cover the formulation, manufacture, coating and quality control of tablets. In the practicals, tabletting machines and disintegration equipment were demonstrated, along with various QC procedures.

"At first I was a bit unsure, because people didn't try and talk, but as the days went on the atmosphere was better. Teachers were really friendly and helpful"

Microbiology practicals concentrated on contamination and how easily it can arise in the work environment. Plates were prepared from the bench swabs, hair, "clean" hands and by coughing onto the plates. Incubation took place overnight and the implications of bacterial and fungal growth seen were discussed the following day. A small proportion of students felt the level of address was too advanced — "We were treated as microbiologists," said Audrey Allan from Glasgow. But the students did appreciate the aims of the practical — that they should be aware of potential microbial contamination and practice procedures to avoid it when dispensing. Students who have little previous scientific education must find this section difficult, and require more help from their pharmacists to grasp the principles.

Sterilisation practicals took the contamination factor one stage further. Autoclaving was demonstrated, the use of laminar flow cabinets and the principles of aseptic technique discussed, and why sterilisation of injections, eyedrops, etc is necessary. A few comments of "I found this boring" were tempered with a grudging "but I learnt a lot".

Physiology and pharmacology practicals appeared to suffer from a lack of direction. A lecture on oral contraceptives offered "nothing new", while the practical session dealt with blood pressure

measurements which were "fun" but took up time that might have been better spent, according to one critic. "It would have been more beneficial to me to have done beta-blockers in the lecture rather than contraceptives, if we were dealing with blood pressure in the practical," she said.

Mrs Benson accepts these criticisms points out three quarters of students found the level of teaching on these sessions to be "about right" on their course assessment forms. It is the second NPA Summer school and they are still looking to "get it right" she says. All the comments and criticisms written by students on their forms at the end of the week, are read and considered.

Evening lectures provided some light relief and students found them particularly helpful. They are dealing with stoma patients and handling the dreaded scripts for surgical hosiery on a daily basis and are aware what problems can arise. Mrs Judy Hirst from Squibb Surgicare and Mrs Barbara Grove from Credenhill Ltd, pitched their lectures at just the right level to keep the students' interest, and provoke some discussion and questions afterwards.

"I was expecting to be crammed with new knowledge. The microbiology practical lecturer didn't seem to know what level to pitch the lecture at and didn't know what we were supposed to know!"

Apart from the academic advantages offered by a Summer school there are other spin-offs too. It allows students to mix and exchange views and dispels the sense of isolation associated with a correspondence course. "You realise that it isn't just you who has had problems," said Dianne Brown from North Wales. Problems encountered back at the pharmacy could be dealt with by course tutors, and in spite of the heavy workload the atmosphere is relaxed enough for students to feel comfortable doing this. Indeed the informal and friendly attitudes of the staff were a revelation to some who expected a "schoolroom atmosphere".

The best assessment perhaps comes from those students with previous experience of dispensing before commencing the course. Without exception they feel they get more out of their work today than previously. As one student said at the end of the five days: "I gained a great deal from this week. By the end I was using more initiative and I'm beginning to look at my job from an entirely different angle."

Management three leg it from Pretty Polly . . .

Three management men have left the Pretty Polly hosiery firm to start up a rival company in the Midlands.

Focus on Legs has been set up by John Rowley, who was Pretty Polly's group sales and marketing director, along with Dave Hawkins and Paul Rushmere — previously the company's marketing manager and field sales manager respectively. The new business will bring in designer Emilio Cavallani, who had also been working for Pretty Polly on their Creations range.

Mr Rowley becomes the chairman of his new company, and joint managing director with Mr Hawkins. Their old employers are also Midlands-based.

Tony Jarvis, now Pretty Polly's marketing director, admitted: "Any change is upsetting. But we've known about this for a period of time and I believe

we've covered appropriately." The three men left the firm last week, but Mr Jarvis took up his new post as from the end of May. David Williams was promoted to group product manager. "I've been with the company for seven and a half years, so there's some experience there. David's been with us about a year and a half. And we're bringing in a new sales director around October," Mr Jarvis explained.

Business had not been adversely affected, said Mr Jarvis, and the company's interim results had been very pleasing. Asked if the prospect of a competitor with "inside knowledge" was worrying, he replied: "Any competitor is just a competitor. In the past we've had senior people leave. You can sit back thinking, 'This is the end of the world,' but in reality business just goes on. And what they know today won't be the same in a month's time."

OFT offers made to measure law

A "made to measure" cover-all law has been suggested by the Office of Fair Trading, in a move to sort out the laws protecting customers.

In a discussion paper published by the OFT, Director General of Fair Trading Sir Gordon Borrie calls for a legal safety net to catch all rogue trade practices. His proposal is for one basic "piece of law" called a general duty to trade fairly. This would include more specific requirements for different trades. Sir Gordon compares his idea with the health and safety laws, placing general duties on employers and supporting these with other regulations.

The OFT envisages a duty applying only to transactions between traders and consumers, and supported by codes of practice dealing with particular trading problems. Enforcement officers would make sure traders complied with these codes — either by informal warnings, or by bringing in local authorities, who could get injunctions ordering the traders to comply and give the consumer compensation.

Breach of a court order could lead to fine or prison. The Director General of Fair Trading could take over cases at any stage, and initiate them in some circumstances.

Comments are invited on the proposals

and should be sent by February 28, 1987, to the Office of Fair Trading, consumer affairs division, Room 508, Chancery House, Chancery Lane, London WC2A 1SP.

Higher sales

High Street sales this August are likely to be higher than in July, according to the latest results of the CBI/FT distributive trades survey.

The survey, which covered 640 firms, shows sales growth better in July than at any time since last November, with faster growth anticipated in August. Wholesalers' sales rose faster than expected in July and are likely to record further increases in August.

The DHSS is to consult with self-employed people on the new Family Credit scheme which is to replace Family Income Supplement from April 1988.

Copies of the consultation document, which have been sent to representative organisations of the self-employed and small businesses, can be obtained from: DHSS, Branch B2B, Room 527, New Court, Carey Street, London WC2A 2LS.

The Department of Trade's retail sales index for June shows chemists up 15 points to 218 (1980 = 100) National Health Service receipts are excluded.

Dee in deal to buy Medicare

Supermarket owners Dee Corporation have bought the Medicare drugstore chain for £20m.

Medicare, a subsidiary of employment people Reed Executive, have 49 shops based in the South. Dee now plan to expand the company and establish it as a national chain, buying up new sites as well as transferring some of their own smaller retail stores.

With sales of £27m for 1985-86, Medicare put themselves fourth in the drugstore ranks. Their pre-tax profits were £572,000.

Reed set up the chain in 1974 as a shift away from their mainstream business. Now they say its future growth will be better served as part of a retail group, though drugstores are a new area for Dee, who run Gateway and Carrefour.

Medicare's management is expected to stay with the company.

Full timers block youth chances

Full-time job opportunities for the young are severely hampered in shops by heavy reliance on married women working part time.

This is the conclusion of a report commissioned by the National Economic Development Office to look at youth employment in retailing. Girls, especially, find it difficult to get full-time work; and an even higher level of part-time jobs are expected in the future.

The survey attributes this to the need to match staff and variable trading hours, and a belief that married women are "more mature and reliable". But it also points to the fact that bosses can avoid paying National Insurance on up to 18 hours of an assistant's work every week. This means retailers can make an average 5 per cent of gross profit by taking in part-timers.

And income tax allowance is also noted as an incentive. Working wives can earn up to £42.40 a week tax-free.

The report concludes that government training and special employment schemes can not achieve much just by increasing the number of jobs for the young in distribution. And the Wages Council reform is described as having only limited effects. "Young people's employment in retailing" (£3), *National Economic Development Office, Millbank Tower, Millbank, London SW1P 4QX.*

Gx to cease trading

Branded generics firm Gx Ltd is to cease trading and will close from September 1. The move results from the purchase of Evans Medical by its management, a spokesman said on Wednesday.

All orders received up to and including August 29 will be processed and outstanding accounts should continue to be paid to Gx Ltd.

It has been confirmed by the Pricing Bureau that scripts for Gx products dispensed up to September 30 will be reimbursed as normal.

Any inquiries after September 1 will be dealt with by Gx Consumer Services, 316 High Street North, Dunstable.

P&G revamp

Procter & Gamble are reorganising their salesforce and transferring

some of their business to Richardson Vicks, who became their subsidiary last October.

From September 22 the laundry and cleaning products and personal care products sales teams are merged into one. This force will handle the washing up powders and liquids, Fairy household and toilet soaps, Camay, Zest and Pampers.

And from September 29 Head & Shoulders and Crest are shifted over to the Richardson Vicks stable along with some of Procter & Gamble's salesmen. The Richardson Vicks pharmacy salesforce will act as agents for the sale of Pampers to pharmacy customers, but delivery and invoicing will be by Procter & Gamble.

Service slips

Britain's shopkeepers are losing millions through bad service, says a survey published by a London shopfitting group this week. The report, by CIL Systems Ltd, suggests that bosses should spend at least a day every month on the shop floor to study the problem for themselves.

Revlon involved with Max Factor

Revlon are to buy up Max Factor in an involved deal with the parent firm.

International Playtex, who own Max Factor, have agreed in principle to the deal. Revlon will take, along with Max Factor, the Almay and Halston Fragrances businesses from Playtex. The agreement is complicated by the fact that Playtex's own parent, Beatrice Companies, were bought earlier this year by BCI Holdings. The Playtex business has since been bought out itself, and is now to acquire BCI's personal products.

Revlon were themselves bought by Pantry Pride in November.

Unilever are looking to take over a Dutch fragrances and flavours group, Naarden International, and joining it with their PPF International subsidiary, involved in the same field. A offer by Unilever valuing Naarden at around £110m is aimed for.

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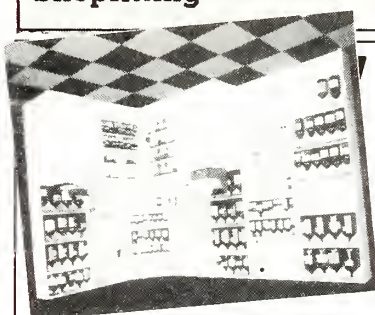
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Thieves strike at chemists

Several chemists shops around the country have been the target of armed thieves in recent months, demanding cash or drugs.

In Balham, South-East London, pharmacist Mrs Zofia Norvid was attacked by a youth who attempted to suffocate her. She told *C&D*: "Two white youths came into the shop and asked for aftershave lotion. They waited until there were no other customers around and the street outside was empty, before producing a shotgun and demanding to see the Controlled Drugs cupboard."

Mrs Norvid and her two assistants, Mrs Doris Daffin and Mrs Dnuta Wojcick, were herded into the back of the shop but when Mrs Norvid tried to resist she says one of the men tried to suffocate her. "As I fell I managed to press the alarm button, and they fled", she says. Immediately she rang the police but says it was half-an-hour before a police woman arrived and a further 30 minutes before detectives came to the shop. "This area is very badly policed and it is not the first time the shop has been attacked", says Mrs Norvid.

A pair of masked burglars wielding a base-ball bat and a knife terrorised staff at the Bell Green pharmacy in Coventry last month. The staff at first refused to give in to their demands for money, but eventually handed over £200 in cash.

At the Cherwell pharmacy in Banbury, thieves managed to break in for the second time in three weeks. They prised a 40lb paving slab from the street outside and tossed it at the door but fled empty-handed after neighbours alerted the police.

Four firsts from Brighton

Four students from the Department of Pharmacy at Brighton Polytechnic have been awarded first class honours degrees.

They are John Allen, Janette Cook, Sarah Partridge, and Jane Titmus. In all 79 students obtained pharmacy degrees, with 35 gaining upper second class honours. Prizes were awarded to three students; the Edmund White and Mackie Prize, Miss J. Titmus, ICI Book Prize and George Powell Memorial Prize, Miss J. Cook and the Regent Award, Miss J. Atherton.



Pharmacist Mr Keith Rogers (second left) was the winner of the Astec shield for golf, after a recent meeting of the Birmingham Pharmaceutical Golfing Society at the Redditch Golf Club. Mr Rogers was presented with his prize by chief executive of Astec Pharmaceuticals, Mr Andrew Apperly (left). Also pictured are Mr John Nicholls, captain, (second right) and past captain Mr Norman Hart (right)

Unichem: Jeff Harris has been appointed finance director. Mr Harris joined in January 1985 as group chief accountant, becoming chief financial officer in August of that year.

Glaxo Holdings plc: David White has been appointed group company secretary. Mr White was formerly group company secretary of Britannia Arrow Holdings plc.

Shulton (Great Britain) Ltd: Angela Macpherson is promoted to strategic business project manager. She has been with Shulton for three years, and worked on the development of the Insignia range. She now has responsibility for the prestige fragrance division and reports to marketing director David Campbell.

DEATHS

Evens: Edwin C. Evens of St Mary's Lane, Upminster, community pharmacist and a former member of the Pharmaceutical Society's Council, died in his sleep on Monday.

Registering in 1935, he was a former proprietor and in recent years did locums in the Upminster area. He was a member of Council 1983-86 and on its ethics, law and organisation committees. He was a former secretary, West Ham branch, National Pharmaceutical Association, and founder member, North East London Pharmaceutical Committee.

Charles Flynn, general secretary, BPA (UK) Ltd, writes: It is with a great sense of loss that the British Pharmacists Association heard of the death of Edwin Evens. He was one of the respected elder statesmen of pharmacy and one of our most staunch supporters. His commitment to the small contractor was absolute.

He was possessed with a clarity of mind

and a presence in thought and deed which will be very much missed. For many years he had campaigned for recognition of the professional input of the pharmacist, which was eventually recognised by the Government's acceptance of the Basic Practice Allowance. He felt the proposed loss of this allowance to be a devastating blow to the development of the professional role.

Edwin Evens was a gentleman in the finest sense of the word. Our sympathies go out to his family and his many friends.

EVENTS

CPP starts to dispel myths

The College of Pharmacy Practice is organising a meeting on Practice Research: Getting Started, which aims to dispel the myth that research is only for academics.

It will take place on October 18-19 at the Green Dragon Hotel, Hereford — cost to members £50, non-members £65, (non-residential, £30, £40). Members wishing to attend Sunday only (including meals) will be charged £20, non-members £30. An additional programme is being arranged for partners and guests. Attendance at the meeting also contributes to the College's continuing education requirement. Further details from Dr D.J. Anderson, DPHO, St Mary's Hospital, Praed St, London W2 1NY.

The following regional meetings have been organised by the College.

Birmingham study group, Department of Pharmaceutical Science, Aston University, 6pm. September 4: Parallel imports. September 17: New contract for community pharmacy. September 30: NHS management — TPN and AIDS. October 14: Hospital pharmacy regradings. Further information from Alison Morley, 021-359 3611.

Glasgow study group, Drug information room, Glasgow Royal Infirmary, 7pm. August 25: Pharmacists' role in residential homes.

Edinburgh study group. August 26, September 16: Pharmaceutical Society of Great Britain, 36 York Place, Edinburgh. Further details for Glasgow and Edinburgh study groups from Mrs B. Montgomery, Alexandria 54121, ext 215.

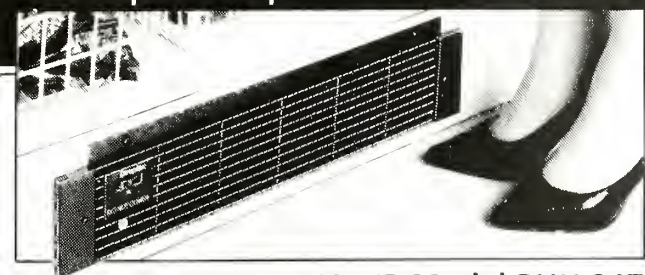
Advance information

Vestric "Trade Show and Family Days" on September 14 at Tatton Park, Knutsford, Cheshire, October 5 at Ashton Court Mansion, Ashton, Nr Bristol. For further information contact Alan Turner on 0928-717070.

Lincolnshire Local Pharmaceutical Committee. 13th annual conference, October 5 at Harlaxton Manor, Grantham. Further details from Keith Swann, on 0522 24281.

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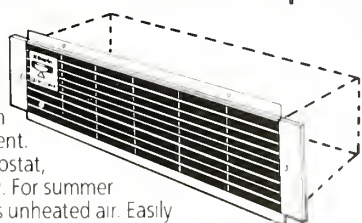
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